

PUBLIC RELATIONS JOURNAL



Birthday event . . .

OCTOBER
1953

IX — No. 10
75 CENTS

ATOMIC ENERGY AND PR

Page 5

IGHAT—tax protest project

Page 6

Expert public relations

Page 11



is



Leads again in advertising lineage
for the first 6 months of 1953

Post	2217	pages
Life	2117	pages
Look	716	pages
Collier's	654	pages

TOPS

its own record for
6 months' advertising
revenue (\$41,650,391)

TOPS

in newsstand sales
among weeklies (A.B.C.
1,844,444, 1st quarter)

TOPS

its previous high for
single-issue circulation
(Feb. 14 - 4,934,764)



POST - gets to the heart of America

A CURTIS PUBLICATION

This is National Steel



Its Great Lakes Steel Corporation serves American industry in America's great automotive center

Great Lakes Steel Corporation, with the only integrated steel mill in the Detroit area, is the natural companion to America's mighty automotive industry in both production and location.

Its complete facilities—blast furnaces, open hearth furnaces, hot strip and sheet mills, merchant mills, cold mills—enable Great Lakes Steel to furnish auto makers and their suppliers with a large volume and variety of finished steel for their tremendous production needs.

And Great Lakes Steel serves a wide range of other industries throughout America—building, rail and highway transportation, home appliances, electrical equipment, to name just a few. It has developed special steels, including famous N-A-X HIGH-TENSILE . . . is the exclusive manufacturer of world-acclaimed Quonset buildings and Stran-Steel framing.

The progress of Great Lakes Steel—one of National's seven principal subsidiaries—is another reason why National Steel is one of America's largest producers of steel . . . why it will continue to grow in the future.



GREAT LAKES STEEL CORPORATION
Offices in all principal cities — Ecorse, Detroit 29, Michigan



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MAJOR DIVISIONS OF NATIONAL STEEL

GREAT LAKES STEEL CORPORATION, Detroit, Michigan. The only integrated steel mill in the Detroit area. Produces a wide range of carbon steel products . . . is a major supplier of all types of steel for the automotive industry.

WEIRTON STEEL COMPANY. Mills at Weirton, West Virginia, and Steubenville, Ohio. World's largest independent manufacturer of tin plate. Producer of a wide range of other important steel products.

STRAN-STEEL DIVISION. Unit of Great Lakes Steel Corporation. Plants at Ecorse, Michigan, and Terre Haute, Indiana. Exclusive manufacturer of world-famed Quonset buildings and Stran-Steel nailable framing.

HANNA IRON ORE COMPANY, Cleveland, Ohio. Produces ore from extensive holdings in Great Lakes region. National Steel is also participating in the development of new Labrador-Quebec iron ore fields.

THE HANNA FURNACE CORPORATION. Blast furnace division located in Buffalo, New York.

NATIONAL MINES CORPORATION. Coal mines and properties in Pennsylvania, West Virginia and Kentucky. Supplies high grade metallurgical coal for National's tremendous needs.

NATIONAL STEEL PRODUCTS COMPANY, Houston, Texas. Recently erected warehouse, built by the Stran-Steel Division, covers 208,425 square feet. Provides facilities for distribution of steel products throughout Southwest.



Welcome to our town

We of General Motors are looking forward to seeing you here in Detroit next month at the convention of the Public Relations Society of America—and wish to add our welcome, too.

May we say that you couldn't have picked a better spot for a convention — or convened a better bunch of fellows. Here's wishing you three full days of accomplishment and fun in our busy town.

GENERAL MOTORS

"More and Better Things for More People"

(Advertisement)

NOTED IN BRIEF...

• If atomic energy ceases to be a government monopoly and business is permitted to own and operate plants that develop and utilize the new force, public relations problems that will result can be enormous. Charles Robbins discusses some of these aspects.

• The employees of Quaker Oats Company organized a program that would give them an opportunity to protest against rising taxes. The idea snowballed through the company's plants and beyond, and the results make an interesting story.

• The Louisiana Division of Esso Standard Oil Company has published a book on the history and natural resources of the region in which it operates. Wiley Cotten reports on how such a project can be a means of building company goodwill.

• The Caterpillar Tractor Company people have sponsored plant tours for barbers and clergymen. This month they report on the first test of an "MD Day" for the professional medical personnel of the community.

• Planned and consistent public relations efforts in overseas markets are as indispensable as efforts applied to advertising, merchandising and promotion, in the opinion of Joseph G. Hitrec, who presents the case from his point of view in this issue.

• A low-pressure guest relations and tour program is reaping dividends for the Ford Motor Company. The organization's News Department presents a review of the philosophy and mechanics of the public contact project.

• The Union Pacific Railroad's public relations department has teamed with the company's safety department in a grade crossing safety campaign. Grant Burden tells how such inter-departmental cooperative effort can be made to pay off, both for the organization and for the public.

G. Edward Pendray
Editor

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VOL. IX, No. 10

OCTOBER, 1953

ARTICLES

Atomic energy and PR Charles E. Robbins 5
"... A restatement of policy for company public relations in atomic energy matters would be: do everything possible to inform and re-inform any community in which an atomic installation is to be built ... If a policy of thorough community understanding isn't followed, look for trouble, and plenty of it."

IGHAT—tax protest project Curt Allan 6
Quaker Oats' employee participation project IGHAT (I'm Gonna Holler About Taxes) snowballed into a national movement and proved dramatically that the public will speak up when given the facts and provided leadership

State history pays PR dividends Wiley B. Cotten, Jr. 9
Esso Standard Oil Company renders a service to teachers, students and others by publishing a book which effectively recounts Louisiana's natural resources, growth and progress

MD Day at Caterpillar Gale Spalding 10
As part of its effective community relations program, Caterpillar Tractor Company staged a special "Day" for local medical personnel

Export public relations Joseph George Hitrec 11
"... While programs vary from exporter to exporter, there is general agreement ... that planned and consistent PR in the overseas markets has a key place alongside such old indispensables as advertising, merchandising and promotion ..."

Hospitality and PR 14
Through the operation of a low-pressure guest relations and tour program, Ford Motor Company is breaking all previous attendance averages at its Rotunda and Rouge plant

PR Teamwork in safety W. Grant Burden 16
How the Union Pacific Railroad's public relations and safety departments have combined their efforts to help eliminate accidents at highway-rail grade crossings

NEWS SECTION

News In View 20
PRSA Board of Directors meets in Boston 21
Harvard's Dean David to keynote PRSA Annual Conference 21
International PR Committee submits development report to national PR groups 24

REGULAR FEATURES

Book reviews 19
Editorials 4
Legal Notes 31
Membership postings 35
Parents 29
Production 27
People • Programs • and Accounts 28
The Hopper 36

COVER PHOTO

The Ford Motor Company's Rotunda is all decked out in birthday cake style as part of the current fiftieth anniversary celebration. How guests this year—and every year—are extended plant hospitality is discussed in an article on page 14.

Stockholder Relations Note

A FIVE-STAR GENERAL squelching a corporal certainly isn't news. But when both have been retired by Uncle Sam, the general to chair the board of a corporation, and the corporal to become one of its minority stockholders—then the encounter can generate news.

Such an encounter recently took place at the annual meeting of a big company. The ex-corporal asked why the general didn't own stock in the corporation he headed. A good question—maybe embarrassing, but within the rights of the shareholder and of interest to large investors as well as to the small ones who raise a rumpus at corporate meetings.

After stating that his funds were in government bonds, the general made the adscititious comment that what he did with his money was the business of neither the one-time corporal nor anyone else.

That remark was straight out of the pre-PR era. The modern board chairman recognizes that his dignity provides no more protection than a Bikini bathing suit. He recognizes, too, the right of the stockholder to check into the conduct of the business. And many chairmen have achieved minor sainthood by their patient handling of shareholders who seem more interested in raising hell at a meeting than in drawing a dividend check.

We hope that the general's testiness will not encourage other board chairmen to turn their backs on good public relations. We hope, too, that other companies will consider carefully the question of whether the qualities that make great heroes also make good executives and sound PR.

As for the general, we think that he will find that recalcitrant stockholders don't just fade away—they're always back for the next year's meeting.

Professionalism In America

CHARLES DOLLARD, president of the Carnegie Corporation of New York, remarked at the First Annual Trustees' Reception that one of the most interesting things about Americans is their tendency to create new professions.

"The pressure to transform an occupation or vocation into a profession arises naturally from

within any group of practitioners whose work involves extensive preparation or apprenticeship," said Mr. Dollard. "They have a natural interest in establishing standards of character, training, and performance which will raise barriers against the incompetent, and increase the status and the rewards of their calling.

"While this pressure toward professionalism might in one sense be labeled selfish, the results are beneficent for society as a whole. Professionalizing any activity tends to institutionalize the best ways of doing the job, and to create standards of quality which serve the public interest. This extension of the professional idea has by and large brought us safer bridges, better houses, higher standards in business, banking, and other fields."

Mr. Dollard went on to suggest, however, that there is another and much more basic criterion for distinguishing the true professions from the great variety of ways and means by which men earn their living.

"Your true profession," he pointed out, "involves some form of activity which relates immediately and importantly to the bodily or spiritual welfare of human beings. While its practice may be lucrative, as with medicine or law, the true profession requires a dedication to the common good which takes precedence over all other considerations. Thus defined, the true professions might be limited to law, medicine, teaching, the ministry, nursing, and last but by no means least, social work."

Brevity Makes Progress

FOR A GENERATION preoccupied with space navigation there is probably little interest in the University of Illinois' development of a "time compressor"—a gadget that can whittle "The Minute Waltz" down to a mere 45 seconds of listening time, and without distortion. The device should, however, excite public relations people upon whose time both listening and talking place heavy demands. We can use this machine. Now that reception time has been compressed 25%, will the professors please step forward with a twin gadget designed to reduce transmission time similarly? Cutting the flow of gab at the sending as well as receiving end might give us some of the free time that we're all pleading for.

Atomic energy and PR

"... A restatement of policy for company public relations in atomic energy matters would be: do everything possible to inform and re-inform any community in which an atomic installation is to be built. ... If a policy of thorough community understanding isn't followed, look for trouble, and plenty of it."

By Charles E. Robbins

Executive Manager
Atomic Industrial Forum, Inc.

WHEN AN OBSERVER of group relations and public information in some distant tomorrow looks back at circa 1953 he conceivably might say:

"What concerned public relations practitioners most after World War II was the impact of nuclear energy on the peoples of the world. When business became aware of the enormous potential of this energy source and began to adapt it to industrial and other peacetime uses, a host of employee, community, stockholder, government and international problems developed, which in turn required public relations people of greater ability and understanding."

Already in the year 1953, those of us who have had a little touch of what atomic energy can do—in a psychological, not a physical sense—realize that we already are in the atomic age and have our problems. And we must soon be able to work with still bigger problems ahead.

For instance:

1. Atomic energy is an absolute government monopoly, here in the United States and in every other country. Should the peacetime non-military aspects of this new force be turned over to competitive business enterprise, or partially released to such enterprise? Or what?

2. If we assume that the Atomic Energy Act of 1946 will be modified or supplanted by legislation permitting business ownership and profits or losses, what should the new rules be? How is the public interest to be protected?

3. Will business development of atomic energy jeopardize or strengthen

the military position of the United States as against Russia? How can a situation be developed which will permit maximum accessibility to useful atomic information by American business without also resulting in leaks to Russia?

4. What arrangement should be established so that information on industrial atomic information can be made available to nations friendly to the United States?

5. What responsibilities for atomic energy controls, which are now considered to be those of the federal government, should be passed over to the states, and to smaller government agencies?

6. The Atomic Energy Commission and its contractors working with heat or radiation material already have had to contend with a variety of problems, such as (1) the disposal of some irradiated material into the atmosphere, (2) disposal of waste materials in water or earth, (3) transportation of atomic materials, and (4) maintenance of standards of health and safety. If and when legislation permits business enterprise ownership of fissionable materials these problems will surely increase, and with new and perplexing variations.

The first five of these problems can be resolved intelligently only by and through an informed citizenry, and for that reason every individual charged with public relations responsibilities should understand the basics of nuclear energy, which are not difficult to grasp. It is of course not necessary to know the technology of this field to gain an appreciation of this enormous new source

of energy, and to grasp its political and economic implications.

The sixth point will now or soon concern public relations people whose companies are now engaged in some phase of atomic energy or are expecting to be so engaged. Each of the four problems, having to do with the handling or disposal of hot materials, is a real problem and already has had to be dealt with at one or more companies or institutions working with atomic materials.

Adequate public information

Along with the physical or chemical solution of these problems must go the public relations problems associated with them. These frequently revolve around adequate public information.

Newspapers, magazines and radio and television have been carrying an increasingly larger budget of information on atomic energy developments. *The New York Times*, which has done an outstanding job in reporting nuclear developments, carried 71 inches of news and editorials on peacetime uses of nuclear energy during a recent week. It carried nothing on this subject in the corresponding week of 1949. The *Times* ran 51 inches on the military aspects of nuclear energy in this typical 1953 week, and 40 inches in the corresponding week five years ago.

Despite increasing coverage, the real significance of this about-to-be peacetime industry seeps slowly into the public consciousness. A recent survey

(Continued on page 13)

Charles Robbins is the executive manager of the newly-formed Atomic Industrial Forum, Inc., an association of business-



men, engineers, scientists and educators interested in the industrial development of atomic energy. Previous to this appointment he was a vice president of Bozell & Jacobs in charge of that firm's nuclear information division. He

was also account executive for the Atomic Industrial Forum and the author of a nuclear power information kit for the Electric Companies Public Information Program, another B&J account. Mr. Robbins is a former reporter, city editor and managing editor of *The Wall Street Journal*. Earlier he was on the business staff of *The New York Times* and had been a reporter in several midwest and southwest cities.



Cedar Rapids Gazette

Opening day of the "I'm Gonna Holler About Taxes" campaign at the Cedar Rapids, Iowa, plant. Letter-writing stations were set up throughout the plant and every employee was asked to write letters to his Congressmen in Washington urging them to vote for legislation which will reduce taxes.

IGHAT—tax protest project

Quaker Oats' employee participation project IGHAT (I'm Gonna Holler About Taxes) snowballed into a national movement and proved dramatically that the public will speak up when given the facts and provided leadership

By Curt Allan

Public Relations Department
The Quaker Oats Company

PUBLIC RELATIONS PEOPLE from time to time are called upon to move mountains. When next you receive such an assignment, Quaker Oats' recent experience in mountain moving may be helpful to you.

What we moved was a mountain of tax-protest letters from the grassroots of the country to Capitol Hill. That was the goal of a public relations employee communications project called IGHAT (I'm Gonna Holler About Taxes) which snowballed into a national movement. Its purpose was to show how high taxes really are and to urge Congress to do something about the situation.

The effect of the project was reported in an Associated Press dispatch last March 18:

"The little man in the barrel is on the march.

"Never before in the history of this nation has the public clamor for tax reduction been as loud and insistent."

You might well ask how effective was this public clamor. That answer came also on March 18 from one of the many

Congressmen digging his way out of an avalanche of tax-protest letters:

"In all my years in Congress, I have been able to answer my mail the day I received it. But that is impossible now. This last week I have been snowed under with letters from back home, all demanding tax relief."

The idea of IGHAT as a Quaker Oats public relations project was conceived in June 1952 out of these words of John Stuart, the company's board chairman:

"You and I and other citizens must make it clear to our Senators, our Congressmen and the Administration that we want economy and efficiency brought into the operation of our Government. Otherwise, I'm just as sure as I can be that we're headed for trouble."

Other business leaders have issued similar warnings. Too many let it go at that. But Quaker Oats took this problem to their employees because the company firmly believes that if Quaker Oats—or any other business—ever expects to be understood by its employees and the public, it must take the time to tell its problems and what it stands for.

Accordingly, we conceived the idea of turning the tax-protest into an action plan, using employee-participation, rather than the literature-distribution, method of communicating.

Source file

In June 1952 the public relations department set up a source file for IGHAT. Into it went every conceivable type of information about taxes: newspaper and magazine articles, editorial cartoons, photographs, pamphlets, booklets, brochures, copies of speeches. By August 31 the file of tax information was so bulging it threatened to take over an entire drawer.

Curt Allan is in charge of employee communications for The Quaker Oats Company, Chicago, Illinois. Besides supervising regular employee communications such as the company magazine, he directs employee participation campaigns such as IGHAT and "Your Vote Counts." Before joining Quaker Oats in 1951, Mr. Allan served as editor of employee publications for Corn Products Refining Company, Chicago; editor of a vocational information magazine for high school students published by Science Research Associates; and as a reporter on west coast newspapers.



Early in September the material was selected, classified and validated. Next step was to shape up the selected material so that it met the following specifications all Quaker Oats employee-participation public relations projects must meet:

1. *It had to be non-partisan.*

To guarantee IGHAT would have no political or special interest bias, this statement became a basic part of the project: In no way will the company or its employees say where taxes should be cut, which taxes should be cut, or how much. That is the job of the Congressmen we elected.

2. *It had to be timely.*

IGHAT was set for a time when most people are most tax conscious—the ten days before income tax filing deadline on March 15, 1953.

3. *It had to be presented dramatically.*

The tax burden of the average family would be told visually by building at each plant a display of goods which the family might have bought with its 1952 hidden and income tax money.

4. *It had to offer employees a definite course for action.*

To be effective the project had to provide a positive action outlet for the participants. In the case of IGHAT the employee action was to tell every Congressman by letter, by telephone or face-to-face to do everything he could to bring about economy in government and to support legislation which would reduce today's high tax load. Employees urged their friends and neighbors to take the same action. And also to sign petitions the employees circulated.

Not a specification but an important consideration in drafting the IGHAT plan was cost. Certainly, the company and its employees couldn't spend a lot of money explaining high taxes while urging the Government to cut its budget and economize.

The budget

Accordingly, on September 15 IGHAT was budgeted at \$1,000. This paid for all the signs, petitions, buttons and other campaign "literature." Later, another \$50.00 was spent at most plants for prizes for winners of a letter con-

test on "Why Taxes Should Be Reduced." (This was an added incentive for employees to write their Congressmen, entering their best letter in the contest.)

Including postage—but not including all the thousands of hours of time spent by the company's 6,000 employees—the cost of IGHAT came to approximately 30¢ per employee. By making every employee a "free-lance" PR man, costs on these employee-participation projects are always nominal.

At the rough-blueprint stage of IGHAT a fresh idea bloomed:



IGHAT finale—four barrels of letters were mailed to Congressmen from the Sherman, Texas, plant. The same ceremony was held at seventeen other Quaker Oats plants and the Chicago headquarters office.

If a plant display of the goods which tax money could have bought would be impressive, wouldn't one, five, ten or more similar displays set up in the store windows of the community carry that much more impact? And wouldn't it help produce a community all the more ready to act when the signal was sounded?

Company people thought the idea was good. But would the leaders in the many communities where Quaker Oats has plants? Then and there it was decided to take the idea to one of the plant communities and find out. Business, religious, school and civic leaders of Cedar Rapids, Iowa, were invited to a luncheon on November 6. Newspaper and radio folks were also asked to come and give their opinions.

The Cedar Rapids plant management outlined the IGHAT project to their guests. They described the employee-company campaign. They suggested how the community might tie in:

Local storekeepers could fix up displays of merchandise showing what an individual could buy from them with the money the government takes away annually for taxes.

Barbers, for instance, could give each customer haircuts twice a month for the next 30 years for the cost of his 1952 hidden and income tax

bill; coal dealers could display 60 tons of coal—enough to heat a five-room house for the next 10 years; doctors could provide 11 tonsillectomies or 5½ appendectomies;—and so on . . .

The reaction was immediate and unanimous. The community leaders were all for the idea. The press and radio were enthusiastic and offered their help.

Cedar Rapids leaders wanted to go ahead immediately. They agreed, however, to wait until the leaders in other Quaker Oats plant communities had a chance to pass on the idea.

Quickly, the community phase of IGHAT was written into the plan. On December 19 an IGHAT kit, containing all the information and suggestions nec-

essary to build and run the campaign, was mailed to all plant managers across the country.

Briefly, it outlined how to set up a three-committee organization of employees to carry out the campaign both inside the plant and outside in the plant community. These committees were membership, display and promotion and publicity.

The membership committee, composed of the already active departmental safety men at each plant, was charged with enlisting every employee in the IGHAT Club and giving him his IGHAT button and petition; and persuading every IGHATTER to get his friends and neighbors to sign his petition(s). During the campaign the membership committee reminded each IGHAT member to write his letters to his U. S. Representative and Senators; and promoted the petition-signing activity out in the plant community.

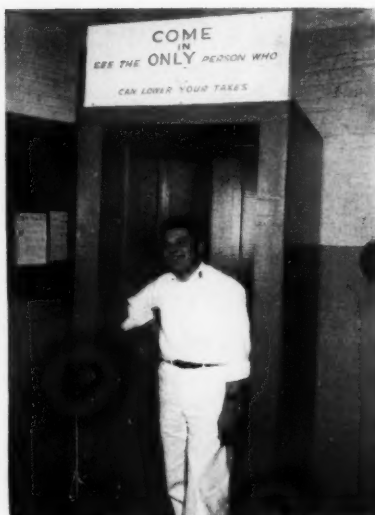
The display committee made all the arrangements for securing the goods an average family's 1952 taxes would buy and building the plant display. (Community displays were handled by the civic or service group carrying the IGHAT ball in each plant city.)

The promotion and publicity committee organized the distribution of the employee magazine, letters, posters, bulletins inside the plant; and cooperated with newspaper, radio and TV in arranging coverage of the events in the 10-day campaign.

The same day plant managers received their kits, all other company executives received a boiled-down version from company board chairman John Stuart. He asked them to help in further spreading word of IGHAT among their professional and business associates. At the same time a special kit adapted for company salesmen to use when contacting customers was mailed to division sales managers for distribution.

Press and radio coverage

During the week of January 12-19, IGHAT was presented at luncheons with community leaders at all plant locations. Local newspapers and radio stations covered the events. Almost immediately, the national press associations asked for the company-wide story. Hurriedly, a press conference was called in Chicago for January 27. Mr. Stuart, still the guiding hand of IGHAT, explained the campaign and told of the developments to date.



A mirror in this booth at the Cedar Rapids, Iowa, plant reveals the identity of the "only person who can lower your taxes."

All Chicago newspapers carried the interview. The *Wall Street Journal* front-paged it in all four of its editions: "Tired of Taxes? Join the IGHATs and Make Some Noise About It." Associated Press, United Press and INS picked up the story and sent it out to their member newspapers, magazines and radio and TV stations across the country.

Next day, January 28, brought a few telephone calls, a wire from the editor of the *Syracuse Herald-Journal* and several letters to the home offices in Chicago. Some people seemed interested.

January 29, the trickle of mail turned into a stream. IGHAT phone calls seri-

ously curtailed regular work. Many people were obviously interested.

On Monday, February 2, the dam broke. A flood of mail poured into the Chicago headquarters. Everyone from everywhere, it seemed, wanted to know: How could they join IGHAT? What could they do to add their voices to the "holler" come March 5?

By early February plant and mill folks were up to their ears organizing their campaigns.

On February 2, the co-chairmen of the committees which would spearhead IGHAT activities among employees were selected. The same day at plants which have unions, union officials were told about the plan and their cooperation requested. Hourly employees were chosen to co-chairman the committees.

February 3, all prospective committee members were approached and asked to serve.

February 4, all plant supervisors received letters at home, explaining the project and the role they could play in helping to make it a success.

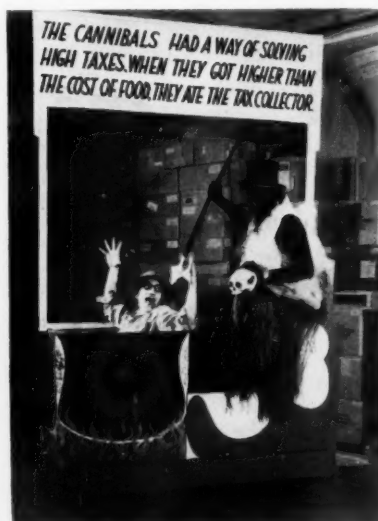
February 10, the chairmen and members of all committees met, were told about the project and its goals and discussed how they would carry out the details. From this date on they met as often as necessary to keep abreast of a timetable all plants were following.

By February 28 all employees had received letters telling them about IGHAT and what they could do to further it.

It is impossible to give credit to all those who helped to carry the IGHAT campaign in the many community programs: a Lions or Kiwanis club here; a women's club there; a farm group in Oregon; a taxpayers' federation in New York; a ministerial group in Texas; a school system in Michigan; a newspaper in Tennessee; a department store in Georgia; a trade association in Missouri; a Chamber of Commerce in Idaho.

By the time kickoff day—March 5—rolled around, the Quaker Oats IGHAT campaign was probably the smallest part of the movement ready to go into action.

To Quaker Oats, IGHAT and other such employee-participation projects are dramatic proof of how public relations can serve business and the public. Proof, too, that the public will speak up—and eagerly—when they are provided leadership, given the facts, and shown how they can act. • •



This cannibal scene provided a humorous twist to IGHAT campaign tactics in one of the Quaker Oats plants.

State history pays PR dividends

Esso Standard Oil Company renders a service to teachers, students and others by publishing a book which effectively recounts Louisiana's natural resources, growth and progress

By Wiley B. Cotten, Jr.

Manager, Public Relations Department
Louisiana Division
Esso Standard Oil Company

THIS SPRING Esso Standard Oil Company in Baton Rouge published *John Law Wasn't So Wrong—The Story of Louisiana's Horn of Plenty*.

The story didn't make the best seller lists, because as a public service production of Esso's Louisiana Division, it was not for sale.

But the book, written by Hodding Carter, nationally prominent newspaperman, writer and lecturer, did find quick popularity and has now enjoyed printings totaling 50,000 copies.

John Law has been distributed mainly to school teachers throughout the state, who have found its unusual portrayal of Louisiana's resource wealth highly appealing to their students.

But an almost overwhelming number of requests for the book have come from many sources. Librarians, governmental officials, university professors, writers, newspaper publishers and others have reduced the supply on hand to only a few thousand. An additional printing is being considered.

The title of the book, of course, has reference to John Law, the 18th Century Wallingford, who sought to enrich the French treasury (and himself) by exploiting the then wild and unknown lands lying along the Mississippi river.

Company of the West organized

Law organized the Company of the West, which owned practically all of the Mississippi Valley and its trading rights, and sold stock to the public, proclaiming throughout Europe that the valley's treasures of "gold, precious stones, valuable metals, unsurpassed fertile land and fortunes from the pelts of wild animals awaited the happy settler."

As is well known, the scheme failed. Of the thousands of gullible Europeans who set out in Law's ships for the New World "paradise," nearly all met disaster. Hundreds died enroute in the crowded vessels, and of those who reached America, many more succumbed on the Gulf beaches or on the fever-ridden banks of the Mississippi. Those who lived had the stamina to withstand the raw hardships of pioneering—a requisite that Law had omitted to mention.

Obstacles were overcome

But some did survive, and others came. Gradually the obstacles to development—obstacles of nature and those thrown up by misrule and political changes—were overcome. Today the treasures that John Law glibly ascribed to the area are matters of fact, although to be sure, not in the form of gold and precious stones.

Thus John Law's claims were not as wrong as he himself may have thought, and in his book Hodding Carter tells why. While holding no brief for the adventurer who brought death to thou-

sands and ruin to thousands more, Mr. Carter tells in compelling style how the wealth of Louisiana's soil and waters and forests are now so vast as to make Law's claims small potatoes.

The idea of a book to feature Louisiana's resources came to Esso following the good reception given another public relations project.

In 1949 we published a booklet, *The Story of the Baton Rouge Refinery*, relating the history of the plant, explaining its varied processes and operations, and seeking to show the refinery's importance in the local and state economy. The number of requests for this booklet and the favorable criticism of it convinced us that it had been a worthwhile undertaking.

It was the success of the Refinery booklet that stimulated our further interest in the Louisiana story, and eventually produced the idea for a book on the subject.

Industrial history

We wanted the book to contain something of Louisiana's industrial history, not only because that is our field, but also because we felt that our company, a "citizen" of the state for more than forty years, has itself been a factor in the industrial progress that Louisiana has made over those years.

The interpretation of the idea was to be entrusted only to one of unquestioned ability. We wanted a writer who had the full awareness of the Louisiana of today—its agriculture, industry, business, commerce, transportation—and above all, its people—and who could portray them faithfully and well.

This seemed to indicate Hodding Carter, a native Louisianian, not only deeply devoted to his state, but having exceptional knowledge of it. We discussed the idea with him and were delighted when he agreed to undertake the

(Continued on page 18)



Wiley B. Cotten, Jr., public relations manager for Esso Standard Oil Company at Baton Rouge, Louisiana, has spent all of his thirty-seven working years with Esso, starting as a stenographer in the purchasing department at the Baton Rouge Refinery in 1916. Since then he has served in various administrative and executive capacities with the company in Baton Rouge, New York and New Orleans, having been appointed to his present post in 1944. PRSA member Cotten has been actively identified with many movements for the public welfare, including participation in numerous civic activities at both the community and state level.

MD Day at Caterpillar

As part of its effective community relations program, Caterpillar Tractor Company staged a special "Day" for local medical personnel

By Gale Spalding

Community Relations Representative
Caterpillar Tractor Company

MORE THAN 150 Peoria, Illinois, medical men were seated in the theater of Caterpillar Tractor Company, watching a movie of Caterpillar equipment at work, when a plant escort walked up to a large blackboard on the stage.

"Dr. Morgan," he wrote, "please call Mrs. Kemplen at 6-0033."

A tall, lean man arose from the audience, edged his way to an aisle and hurried off to the nearest telephone to call one of his patients.

This was MD Day at Caterpillar Tractor Company, one of the most successful of all Caterpillar "Days". "Clergy Day" and "Barbers' Day" had been conducted with great success earlier in the year, but this was the first attempt at an "MD" Day.

In planning the affair, Fred Jolly, community relations manager for Caterpillar, had met with officers of the Peoria County Medical Society and Dr. Harold A. Vonachen, director of the company's medical division. Jolly and Vonachen asked the Medical Society officers what they thought of a day for the medical profession. They were enthusiastic. It was decided that the visit to Caterpillar would be held in the evening and that it would be held in lieu of the Society's regular monthly meeting.

Invitations went out to all doctors, hospital internes and residents in Peoria County, telling them of the plan, the date and the circumstances. Included with the letter were marked maps showing the plant and adjoining parking places. Also enclosed was a reply post card, asking for reservations. The mailings were made by Dr. Vonachen.

The response was immediate and enthusiastic. More than 150 accepted the invitation. Just a few days before the meeting, a postcard went out, remind-

ing the medical men of their date.

The guests arrived at Caterpillar's showroom theater at 6:30 P.M., where they were welcomed by Dr. Vonachen. Fred Jolly greeted them and showed a slide film presentation, "So This Is Caterpillar", after which the group had dinner in one of the company's cafeterias. Next on the program was a tour of the diesel engine factory, after which buses picked up the visitors and took them over to Caterpillar's Medical Division, noted across the nation as tops in the industrial field.

Industrial medicine

Caterpillar's medical personnel—doctors, nurses and technicians were on hand to show the guests around and demonstrate the equipment. They saw Caterpillar's main first aid station and its X-ray equipment. They saw testing

machines determine the purity of air and its content of gas and dust. They watched the mental hygiene program in action. They heard about Caterpillar's great safety record. In short, they saw industrial medicine at its best.

Back at the theater, some of Caterpillar's top management was waiting for them. Merle Glick, manager of the Insurance Division, told them something of the company's hospitalization plan and its insurance program. Other company officials discussed various phases of company operations. Finally, the meeting was thrown open for questions and answers. The program was over by 9:15 P.M.

Arrangements were made for a system of telephone relays from the Physicians Telephone Exchange and a well-planned method of paging at eight different locations throughout the plant kept doctors in touch with emergencies in any part of Peoria County.

Public-relations-wise, Caterpillar feels that it was probably the most effective "Day" ever sponsored by the company. This feeling has been borne out by the number of letters from doctors who participated and wrote their appreciation the next day. The interest in things mechanical and in the operation of a business was unusually high, and came as quite a surprise to both Dr. Vonachen and Mr. Jolly.

"You don't expect doctors to care much about anything but X-ray machines," said Vonachen. "These men must be frustrated engineers." • •



A machine builder in Caterpillar's tool room points out the strength features of a casting, as visiting doctors look on. Interest in things mechanical was quite high on MD Day at the huge industrial plant.

Export public relations

"... While programs vary from exporter to exporter, there is general agreement... that planned and consistent PR in the overseas markets has a key place alongside such old indispensables as advertising, merchandising and promotion..."

By Joseph George Hitrec

Partner
International Trade Information

THE GROWING APPLICATION of modern PR techniques in the cause of American exports abroad is a new but dynamic development. While programs vary from exporter to exporter, there is general agreement, I believe, that planned and consistent PR in the overseas markets has a key place alongside such old indispensables as advertising, merchandising and promotion.

Much of the pioneering was of course done by our leading corporations—Standard Oil Company of New Jersey, du Pont, General Motors, Ford, International Harvester, General Electric and others—who early set up their own foreign PR departments. All was not plain sailing for those early programs, but the cumulative success of year-round activity gradually repaid the original faith.

Since World War II, however, both the appreciation of foreign PR and the need for it became more widespread, with the result that today an increasing number of medium-sized exporters budget international PR as a recognized part of their export marketing. This, in turn, has influenced the pattern and practice of foreign PR, in the sense that better and more effective operating methods had to be developed and new professionals raised here and abroad to meet the need.

Home picture

Let us look at the home picture first. The company that used to confine its PR to occasional releases mailed under the masthead of its own PR department, found over the years that better editor acceptance and more effective coverage often resulted when a program was im-

plemented through an independent counselor. Also, local and topical slant became increasingly important, and was hard to come by unless you went to the foreign country yourself, or by proxy. Local distributors of the company, on whom the next hope was pinned, proved either too busy or inept in this new type of collaboration. And the company's advertising agency, which in the old days was glad to help out a client with periodic "publicity," found that the job was fast becoming too big and too specialized for their existing talent and facilities. The agency, also, had either to specialize or look for specialists in the open market.

Thus little by little, the foreign PR specialist came into his own. There still aren't many of his kind and qualification, but he is here to stay. He solves in part the exporter's PR problem.

The other part could only be solved on the spot in foreign countries. The trouble was—and still is to some extent—that our commercial and industrial public relations are American inventions, logical outgrowths of an advanced and highly complex industrial society. No one, anywhere, had ever used them in the form and for the objectives that we use them. It is only since World War II that our ideas, methods and techniques have percolated to the major countries abroad.

What with the local example set by leading American exporters and the more or less regular activity by various official U. S. agencies abroad, there is a growing local awareness of this potent new catalyst in the manufacturer-consumer relationship. Europe and Latin America are no longer the PR wilder-

ness they used to be. In Europe, especially, local professional counsel is available in almost all the countries.

What is perhaps more important for the American exporter, the foreign press has finally warmed to the idea of using informative releases, provided these are served with reader appeal and have local news value. Then, too, the world newsprint famine of recent date has eased off a great deal in the last twelve months, placing more white space at the editor's disposal.

The habit of press handouts—established even before the last war—has undergone a marked streamlining under the influence of U. S. agencies like ECA, MSA, Point Four Program missions, High Commissioners, Embassies and their many sub-divisions and outlying offices. It is certainly no coincidence that at this time virtually all foreign governments maintain large information or PR departments, and the habit is spreading to the local industry and trade.

Local professionals

One of the happy offshoots of this ferment has been a new crop of local professionals. They have risen from the advertising, journalistic and business ranks to specialize in the new field. Some are active in the industrial and commercial sphere, others at the levels of local government, management-labor or the general public—depending on their own background, experience and on the local call for their services. Inside their own countries they are well connected with the media of public information and entertainment, and most are competent enough to consider each new assignment in its proper context. Many travel to the United States to brush up on the latest developments. I am not suggesting that there is a glut of such men, but there are at present enough of them to serve the U. S. exporter's best interests

JOSEPH GEORGE HITREC is partner and co-founder of International Trade Information, New York City, specializing in international counsel. The firm operates abroad through associate counselors in the principal countries of Europe, Latin America, Asia and Africa. Mr. Hitrec is a former account executive of Irwin Vladimir & Co., Inc., international advertising agency, with whom I.T.I. is affiliated. His work has at one time or another taken him to every country of Europe and Asia and large parts of Africa.

in the major countries.

Outside the continental United States and Canada, Europe is perhaps the most PR-minded. A survey tour carried out by the writer late in 1952 revealed England, for example, as keeping remarkable pace with the U. S. in the quality and ingenuity of PR work, if not in volume. Local PR is fully emancipated, no longer a handmaiden to advertising.

The growth was undoubtedly quickened by industry's need to plead its own case under the Labor government. A large number of important firms today maintain their own PR officers and departments, styled either as "publicity", "information" or "public relations". Films—documentary and other—have consolidated their position as a major PR medium. Group activity has also been expanded and refined by means of speakers' platforms, lectures, exhibitions and other specialized techniques. Independent counselors available on a retainer basis have multiplied and they handle programs as far afield as South Africa, Australia and New Zealand, under a system of association with local correspondents.

French PR

I have heard it said in Paris that the post-war Communist wave was the greatest single factor in prodding the French industry toward organized public relations. This is probably an oversimplification. Fashion, perfume and wine publicity have always been a staple of French life. Whatever the reason, today France has its Association of Public Relations Counselors, and PR is widely used. Courses are held in the modern practice of PR and bulletins are sent to members. Also, quite a few Americans and Britishers have specialized in local PR. They speak and read French fluently, are residents in France and have a considerable background of successful local work. Some of the work done by these people bears close comparison with that of England and USA.

In Germany, current PR is an outgrowth of the traditional *Presse-Stelle*—the Press Post, that used to be and still is attached to all those official and private organizations in need of a public forum. Foremost users of PR are the many private associations, such as *Deutscher Industrie- und Handelstag*, with 83 regional and district members, and *Bundesverband der Deutschen Industrie*, running to 300 odd member associations. Private companies employ

their own Press Posts, acting on behalf of the company but coordinating with the proper district association.

German newspapers, for the most part, are open-minded toward private releases. If the material submitted strikes a topical note, or, better still, is linked in some way to German life and economy, it will most certainly enjoy wide acceptance. (Long-distance PR fellows please copy!) German newspaper readers are an inquisitive, painstaking lot and it is quite usual for an editor to feature a technological or business item on page one—where we in this country would tuck it into a separate section.

Independent counselors are few, but they are competent and thorough, preliminary research being one of their strong suits. Standards of accuracy are high. I have read locally prepared articles that had all the earmarks of expert inside stuff.

General press is still the most influential medium in Germany, and it is a vast one. Film publicity runs a close second. The habit of "Kultur" films is deeply rooted. Such films are usually screened as pacemakers to the main feature on a program. A well made, objectively presented PR film, edited for the general public, should have no difficulty in gaining general circuit exhibition—which is to say it will be shown in the neighborhood theaters. It should of course have a German language sound track or at least German sub-titles.

Italian PR

Italy is a case in itself. To carry out a program takes a great deal of time, work and tact. First, because PR has become synonymous with paid publicity—largely the fault of the advertisers themselves, who place "loud" and indiscriminate material. Second, because the newspapers, quite rightly, wish to be paid for it.



"I can take sixty words a minute;
if you can spell that fast"

The situation is further complicated by the antiquated advertising practices. Several large space broker combines contract large blocks of white space for a guaranteed rate and then sell it to advertisers, the difference between the two rates being their commission. Naturally, they frown on the idea of a newspaper giving free space to anyone. But several national companies have lately tried to phrase their PR material as straight news rather than selling copy and the method has gained increased editor acceptance. When this divorce from advertising is more widely achieved, the clash of loyalty between editors and their space brokers will no longer arise.

Elsewhere in Europe local PR activity is on the increase, even though not exactly booming. In Holland, Belgium, Sweden and Switzerland industrial and trade associations lead the field with methodical programs of their own, notably the Dutch Steel Institute, Netherlands Productivity Center, Association of Belgian Metallurgical Industries, the Congo Department of the Belgian Foreign Commerce Office, Swiss Watchmakers Association, Swiss Federal Tourist Bureau, Swiss Brand Manufacturers Association and many others. Major local companies in these countries are establishing their own PR departments, in emulation of the American and British models. The U. S. and U. K. exporters, of course, add their own quota of steady PR activity, especially in countries where they maintain local manufacture in one form or another.

Two fundamental points

Space will not permit a more detailed report, but it is true to say, I believe, that the exporter, weighing the prospects of success of his PR program in Europe, can rest assured on two fundamental points. First, a planned and well executed program is certain to win him an appreciative audience among his European customers, and will cost him less than a comparable advertising effort. Second, professional talent and facilities to implement his ideas are locally available.

What is more, these local counselors are eager to collaborate with their American colleagues in the local implementation of our export programs and so furnish the vital local slant and close editor relationship without which any PR project, no matter how well put together, must pine away in neglect and frustration. • •

THIS FOOLISH LITTLE BOOKLET was published in the interest of safety, good manners, and to save me from answering complaints. Any resemblance to Commuter Birds living or dead is purely intentional.

CLAUDE E. PETERSON
Vice President,
System Passenger Traffic



The friendly Southern Pacific



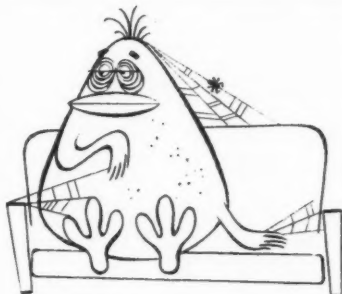
Commuter Birds I Have Known



THE CHIMNEY-THROATED PEW can't stand the smell of other people's smoke. He always manages to find his way into a "non-smoking" car before lighting up. "Nothing like good, clean air" he cries as he disappears behind the haze.



THE SPLAY-FOOTED SCUFF has two very large and dusty feet . . . so large that he finds it impossible to support them unless they are propped up on the seat in front of him. This habit makes him most popular with ladies in pastel colored dresses.



THE QUIESCENT SQUAT waddles down to the train early each night to save a seat for a friend who never comes. He stares disconcertedly out of the window as the train leaves the station, not knowing his friend is in the car behind, saving a seat for *him*.



THE ARCTIC HATCHFLINGER. This bird comes from way up north. In the winter it migrates from one end of the train to the other, opening doors but never closing them . . . pretty tough on Bald-Headed Flucatchers.

Southern Pacific railroad finds that a little humor goes a long, long way . . .

The Southern Pacific Company recently issued a *Commuter Birds* booklet for use on its commuter run between San Jose and San Francisco. One copy was left on the train seat for each of its 15,500 passengers. Excerpts from the booklet are shown above. The company reports that response to the booklet has been quite favorable; and many commuters have offered their own suggestions for "birds" that might be added.

Atomic energy and PR

(Continued from page 5)

by Central Surveys of Shenandoah, Iowa, for the Electric Companies Public Information Program, showed, for example, that only about two-thirds of a group of opinion leaders in smaller cities and towns throughout the country had heard about any possible civilian or peacetime uses for atomic energy. Forty percent were of the opinion that

supplies of atomic material are so limited that they should be conserved for weapons and not made available for industrial use.

Those who have had most to do with atomic energy emphasize the importance of an intensive educational program in any community where an atomic installation is to be established. Facilities built during the war to participate in the bomb project had the advantage

of wartime secrecy. Today communities must know what is going on, even if what is going on has certain hazards. Certainly known hazards are not nearly as difficult to contend with as are the unknown.

A great deal of community relations work was done before Brookhaven National Laboratory at Upton, Long Island, was built in 1947. About the

(Continued on page 18)

tions operation is both good public relations and good sales promotion. The visitor, properly received, leaves with a good impression of the institution's name. In addition, he sees and appreciates the workmanship and manufacturing know-how which goes into a product he may buy later.

The Special Events Department, largest group under public relations director Charles F. Moore, Jr., is responsible for management of the Rotunda and the Rouge plant tour program. J. G. Mullaly manages the department.

Top-level policy direction is established by the company's public relations committee, which is headed by Mr. Moore and includes several vice presidents in charge of other activities.

From Special Events offices on a balcony over the Rotunda theater entrance, Mr. Mullaly and his section managers can glance down into the exhibition hall to see how visitor traffic is moving.

Long service

Mr. Mullaly, his assistant manager, and three supervisors have been with Ford a total of 118 years. Mullaly started with the company as a guide in 1937, as did R. H. Halley, Rotunda activities supervisor, and the guest relations supervisor began as an interpreter for visitors.

The Rotunda activities section is staffed by 33 men who handle the flow of visitors and drive the "Roads of the World" cars. They answer questions concerning exhibits and products on display and start the visitors on plant tours.

The 1953 Rotunda visitor certainly sees something new. The building is filled with displays and exhibits that hold the visitor's attention for hours.

Two years of renovation have given the Rotunda a 20-foot wide mobile and a geodesic dome over the once-open inner court. The court now houses a huge animated map. There is an animated model "City of the Future" showing life as it may be in the year 2000, one of the country's largest collections of tropical plants, and completely new facade and marquee. Detailed moving exhibits describe the company's search for new materials, methods, and designs.

The 388-seat Rotunda Auditorium presents continuous motion pictures drawn from the company's own library of educational films produced for loan without charge to the public.

More than 12,000,000 people visited the Rotunda during the season it housed the Ford exhibit at the 1934 Century

of Progress Exposition in Chicago. By 1936 it had been moved to Dearborn and reconstructed as the company's hospitality center. Until its wartime closing in 1942, more than 1,000,000 people a year toured the building.

Today, it is open six days a week from 9 A.M. to 10 P.M. and from 1 to 9 P.M. Sundays.

In the earliest days of the company a guided tour of the plant was the exception rather than the rule. Visitors merely entered open gates and roamed over the area at will.

parts. At both sites they walk along overhead ramps.

At the final assembly line they see the step-by-step construction of an automobile. Accustomed to visitors, employees are seldom distracted though the onlookers are but a few feet away. Tours take visitors close enough to see operations, but Ford's safety department checks the routes against hazards.

Guides receive a thorough indoctrination in manufacturing operations to avoid an "I don't know" answer.

For three weeks they tour plant build-



Rotunda visitors pause to view a streamlined car design of the future, made in scarlet fiberglas. In the first 15 days after its opening, 134,783 people saw these new displays and exhibits. Tours of the River Rouge plant, which leave from the Rotunda, were taken by 10,399 of these visitors.

Tours now leave the Rotunda, often called the "Gateway to the Rouge," every half hour, five days a week. In addition to the regular schedule, Special Events' guest relations section makes special arrangements for large groups.

Bus tours

Aboard a company bus, visitors listen to background information while enroute to the plant gate. All buses are equipped with public address systems. A Special Events guest relations representative accompanies each bus.

Some guides enjoy watching the amazement on the faces of visitors as they are told about a mile-long parking lot, a five and one-fourth mile ribbon of glass made each day, and the Rouge plant's \$1,250,000 daily payroll.

Plant visitors are taken on a walking tour of the steel mill, where iron is refined and rolled into finished steel, and the stamping plant which produces body

ings learning how jobs are done, and absorbing related facts and figures. As each manufacturing operation is covered, the guides discuss what they have seen and are tested to determine what has been retained. Motion pictures from the film library are used for periodic reviews.

For another two weeks, newcomers accompany experienced guides on tours to develop a vocal narration, which each delivers in his own natural style. Then the "walking encyclopedia" begins taking tour groups on his own. A condensed version of this training is given the college students who join the staff as summer guides, when visitor totals soar.

Learning Ford's operation as a guest relations guide has been a stepping-stone for several young executives of the company. Former guides have advanced to responsible positions, not only in public relations, but in other Ford operations. • •

PR Teamwork in safety

How the Union Pacific Railroad's public relations and safety departments have combined their efforts to help eliminate accidents of highway-rail grade crossings

By W. Grant Burden

Assistant to General Director of Public Relations
Union Pacific Railroad Company

FOR THE FIRST YEAR since statisticians began keeping figures on railroad accident fatalities, there was not a single passenger death as the result of a train mishap during 1952. This amazing record was compiled during a year which saw the nation's railroads run up a total of 34,000,000,000 passenger miles.

There were 14 fatalities to passengers who attempted to board moving trains or who jumped or fell from moving trains. Even including these cases—which were not the result of train accidents—the railroads had only one passenger death from each 2,400,000,000 miles traveled, the best safety record ever made by any form of transportation.

But while people riding in trains were enjoying the benefits of this unprecedented safety mark, their fellowmen in automobiles and trucks weren't doing so well at highway grade crossings. The death total during 1952 from crossing collisions between motor vehicles and trains was 1,348.

Even this staggering figure is comparatively low. It is 11 percent down from the 1951 total of 1,508, and the National Safety Council reports an all-time high of 2,140 in 1928.

The public relations problem engendered by the above safety situations is unique.

First of all, the public's confidence in the train as a safe means of transportation has always been high, and because of their low annual death rates on the basis of passenger miles operated the railroads have long had a big store of PR ammunition with which to win the approval of travelers.

Second, as is pointed out above, the chief difficulty faced by the railroads

is not in getting their customers to their destinations in a hale and hearty condition, but is to lower fatalities among persons — potential ticket-buyers, it might be mentioned—who at the moment of their deaths have no business connection whatsoever with the trains involved.

Certainly there is no other major industry with such a large stake in the safety of people who are neither customers nor employees.

Can anything be done to remedy the grade crossing situation? Since safety is such an intangible concept it is difficult to give an unqualified answer.

Union Pacific's safety program

However, this article will outline what one railroad—Union Pacific—has been and is doing to make its grade crossings safe.

The first reaction of the layman might be to suggest the construction of overpasses and underpasses or the installation of crossing gates and flashing light and bell signals at every road-rail intersection. Aside from the fact that to put such protection at every infrequently used section road and at other unimportant crossings would be financially prohibitive, accident history shows that signal devices go unheeded far too often. The human factor is always with us.

A dismaying case in point is an accident which occurred at a Union Pacific crossing in central Nebraska several years ago. Faced by a lowered crossing gate, the operator of a state highway weedmower blithely drove around the end of the long black and white bar.

The operator was fatally injured and the mower was completely demolished.

Feeling that mechanical devices and

signs have their limits, Union Pacific's public relations and safety departments have combined their efforts to deliver a safety message to the public by different means.

The fact that two departments of the railroad have been working in close harmony for more than five-and-a-half years is illustrative of the importance with which Union Pacific views this project.

The superintendent of safety, F. B. Lewis, reports directly to Operating Vice President P. J. Lynch. William R. Moore, general director of public relations, answers to President A. E. Stoddard.

Although the Union Pacific has long worked on the grade crossing safety problem, the current program may be said to date from the company's now famous "One Second From Eternity" letter. On December 23, 1947, the railroad's public relations department enjoyed one of those gratuitous breaks that falls to the lot of the average PR man once in a lifetime.

Open letter

On the front page of the *Omaha World-Herald* was printed an unsigned open letter addressed to a youth and his girl friend. The car in which they were riding was nearly struck by the locomotive of the railroadman letter-writer. He wrote:

"I don't know who you are, it's true, but I do know you were scared to death Sunday evening near nine o'clock when you drove your car across directly in front of a speeding passenger train. It was so close that I, in the cab, could see the young girl (your sweetheart, I presume) throw her hands up in front of her face and cringe up against you in stark horror.

W. Grant Burden joined the Union Pacific Railroad Company as a News Bureau



assistant in 1946, and was promoted to his present position of assistant to general director of public relations in 1951. Prior to this he worked as a radio news editor and wire service and newspaper reporter; and spent five years in the Army during World War II. Mr. Burden is a graduate of Creighton and Omaha Universities.

"If I were that young girl I'd pull away from you, fast. You don't have good sense, son. You probably say you love her. I wonder. Those we love we try to protect. But not you.

"Wouldn't that have been a nice Christmas present to hand your mother—a broken and battered body. And how do you think that we in the cab of that engine would feel. We are human beings, too. We have young ones waiting home for us to return. We, too, could have been killed.

"You and your girl were one second from eternity Sunday, son.

"I hope you read this and know it means you, and that your girl will, too. Next time you go driving around, stop and look. We don't want to hit you but we are helpless, as we cannot swerve away from our given rail.

"If I were you, son, and you, too, sis, I'd thank God for that split second he granted you Sunday evening.

"I said a prayer for all when I realized you were going across. Perhaps that's what saved us all.

"Now think it over, both of you. And I'll bet you are both still shaking in your shoes.

"And please, for God's sake, don't try it again."

Two weeks later, a second letter was received by the editor of the *World-Herald* from a Council Bluffs, Iowa housewife announcing that the writer of the now famous "One Second From Eternity" letter was her neighbor, 38-year-old Chester Beltz, a Union Pacific fireman. The initial impact of the letter and the subsequent revelation of the author's identity resulted in a flood of

goodwill and publicity for U.P. which, by spring, had mounted to the following proportions:

1. More than 100,000 reprints of the letter as it appeared on the *World-Herald's* front page had been distributed to school superintendents and principals, students, western newspaper editors, shippers, railroads and various industrial and business organizations, particularly insurance companies.

2. An untold number of reprints were reproduced and distributed by other firms from the single copy received from Union Pacific.

3. E. Hofer & Sons, an industrial editorial service, distributed an editorial based on the incident to its numerous clients.

4. At least two stories on the letter and Beltz were carried by all wire services. The number of newspapers using the material cannot be estimated. Magazines, particularly house magazines, printed articles.

5. *Public Safety*, publication of the National Safety Council, featured the story, and the Council in turn sent out thousands of its own reprints and furnished each of its firm-members with a reprint adapted to bulletin board use.

Even today, after more than five years since *L'Affaire Beltz*, the railroad's public relations department still receives an occasional request for a "One Second From Eternity" reprint.

In the spring of 1948 while the public relations department was still hard at work coping with the winter snowball set in motion by Chester Beltz, U.P.'s Superintendent of Safety Lewis set off on a western trip that took him to the capitals of the 11 states served by the railroad.

Governors cooperated

At each he contacted the governor to ask his assistance in Union Pacific's grade crossing safety campaign. After explaining the objectives to each governor, he accepted their invitations to meet with the respective states offices responsible for highway safety. Depending upon the state, these ranged from the state highway patrol, state police and state highway department to state safety director.

The officials of each of the 11 states—Nebraska, Kansas, Colorado, Wyoming, Utah, Idaho, Montana, Oregon, Washington, Nevada and California—were universally impressed by Mr. Lewis' key revelation: that U.P. was



This picture of two pretty girls blithely cycling across railroad tracks without looking to left or right was one of a publicity series aimed at young people, which was issued by the railroad.

planning a motion picture on grade crossing safety.

The film—"Look, Listen and Live"—was released in December, 1948. Costing nearly \$50,000, the 26-minute, 16-millimeter, sound-color picture took six months to make.

Climactic highlight of the film is a train wreck caused by a careless motorist. To make the realistic scene, a derrick was used to lay a locomotive, tender and two box cars on their sides, along the right-of-way. Ambulances, highway patrolmen and leaping flames add color to the "tragedy."

Distribution of prints

Distribution of the 77 prints of the film is chiefly through the highway patrols of the above-named 11 western states, the personnel of which assisted in its production both as technical advisors and as actors.

Because of this diversified distribution system, no accurate record exists of the number of showings and total audience to date. However, indicative of the millions who have undoubtedly seen the picture is the fact that for the past three and a half years "Look, Listen and Live" has been required viewing in the Los Angeles schools. So, in this one city alone, it has been screened before 25,000 youngsters every month.

The film's public service character was recognized and its success attested by a Public Interest Award from the National Safety Council.



Chester Beltz, Union Pacific fireman and author of the "One Second From Eternity" letter.

Issued simultaneously with the motion picture was a two-color, 12-page booklet also entitled *Look, Listen and Live*. To date, U.P. has put out 500,000 copies of this publication, which features the grade crossing demise of a pathetically-humorous pen-and-ink sketch character named Dizzy Dan.

Permanent memento

Although newspaper and magazine editors were blanketed with booklets and attached explanatory public service letters, the bulk of the copies have been handed out at showings of the film of the same name as a more-or-less permanent memento of the promulgated message.

Recently, Union Pacific invaded a key bastion in its safe driving campaign—the state offices issuing motor vehicle operators' licenses.

Using the same title—*Look, Listen and Live*—520,000 copies of a six-page folder have been distributed to the highway patrols of the railroad's 11 states. The bulk of them will go to driving license applicants.

Done in two colors, the folder lists, pictures and explains six kinds of danger warnings at grade crossings, ranging from the familiar advance warning sign to the elaborate flashing light and

gate signal with ringing bell.

An actual photo of a crossing smash-up occupies one page, while the back cover carries the following message, quoted in part:

"The warnings and protection placed at highway-rail grade crossings have come to be regarded as the signs of life and as essential to safe highway travel as the city traffic lights. They are, however, effective only to the extent that they are observed and obeyed. Lack of attention to them more often than not results in serious accident. Will you conduct a one-man campaign to stay alert to observe and think to obey these signs and signals looking toward the elimination of the unnecessary loss of life and limb from this cause?"

No cessation of fight for safety

This is the story of Union Pacific's accidentless grade crossing campaign up to the present time. But, unlike wars of bullets and bombs, there can be no cessation in the fight for safety.

U.P. is now readying another motion picture—"The Long Way Home from School"—which company officials feel will be well worth the cost and effort if it does no more than save the life of one child from among the youthful audience at which it is aimed. • •

Atomic energy and PR

(Continued from page 13)

first assignment a scientist was given when he reported at Brookhaven was to speak before one or more community organizations and explain what was expected to go on at the big project. Editors of weekly and daily newspapers were given a running series of newsworthy articles. Incipient rumors were nipped in the bud.

At the Mound Laboratory at Miamisburg, Ohio, on the other hand, a policy of secrecy was followed. Rumors about "a modern Frankenstein" and "dangerous" crept into the newspaper and the townspeople were up in arms. The explosive situation was resolved only when the Commission finally admitted that secrecy wouldn't work, and permitted Monsanto Chemical Company, which was to operate the plant, to tell the story. Then the townspeople asked for an exhibit of atomic energy and of the Mound Laboratory in particular, which was gladly provided. Three times as many people as were residents of Miamisburg came to see the exhibit, and a policy of keeping the public informed has paid off in good relations since.

A restatement of policy for company public relations in atomic energy matters would be: do everything possible to inform and re-inform any community in which an atomic installation is to be built. Such a procedure will make possible the quick resolution of difficulties and misunderstandings that undoubtedly will arise in the future. If a policy of thorough community understanding isn't followed, look for trouble, and plenty of it. • •

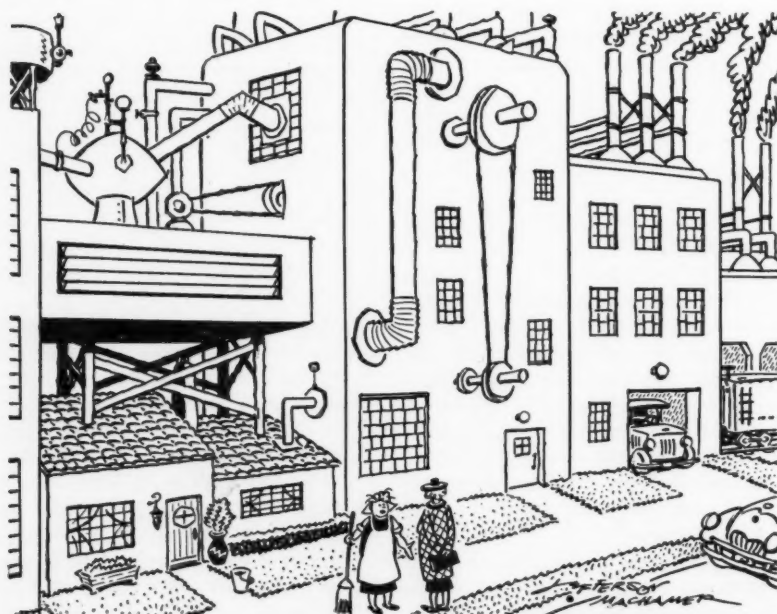
State history

(Continued from page 9)

assignment. *John Law Wasn't So Wrong* is the result.

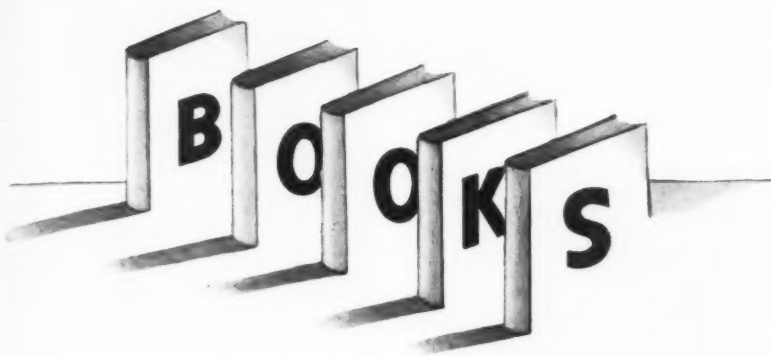
Mr. Carter's new and interesting approach in recounting a state's growth and progress has, as stated, been enthusiastically received. We believe that in our sponsorship of a truly readable book we have been privileged to render a real service, a service that is at the same time aiding our endeavor to operate in an atmosphere of friendliness and goodwill. • •

(Single copies of *John Law Wasn't So Wrong* are available on request to Wiley B. Cotten, Jr., Louisiana Division, Esso Standard Oil Company, P. O. Box 551, Baton Rouge 1, La.—Editor)



COPYRIGHT 1953 CARTOONS-OF-THE-MONTH

"It all started with his bringing
a little work home evenings . . ."



GROUP DYNAMICS: RESEARCH AND THEORY

Edited by Dorwin Cartwright and Alvin Zander, Row, Peterson and Company, New York, 1953, 628 pps. and index, \$6.00.

Reviewed by Stephen E. Fitzgerald, Managing Partner, Stephen Fitzgerald & Company

Public relations men these days must deal increasingly with group dynamics—the actions and inter-actions of people when they are together; and anyone who can increase the public relations practitioner's knowledge of how and why people act as they do will earn his gratitude.

It is doubtful, however, that Mr. Cartwright and Mr. Zander had any such goal directly in mind when they put together this collection of recent papers by fifty-one scholars. There is a great deal of attention to pure theory; a good many of the experiments reported are based on highly artificial situations; and the papers are written in that dreadful academese which makes them exasperating to read.

The work of scholars in the social sciences is certainly of crucial importance to the public relations man, and much practical good has come of ivory tower pondering—for example, our modern tools in attitude surveys, marketing research and operations research. Without the existence of such pure research, the public relations man would be condemned inevitably to a career of guesswork.

And yet, this reviewer would like to suggest that, in scholarly literature, it is not necessary to join the cult of unintelligibility in order to prove scholarship. For example, what is one to say of such a paragraph (far from atypical) as this, taken from a paper on cooperation and competition:

"We can . . . analyze a hypothetical instance in which B locomotes in a direction away from his goal. Without detailing the analysis, it is evident that in the cooperative situation, substitutability is not expected, but one would expect negative cathexis and negative inducibility. The competitive situation is not so unequivocal. Here one would expect positive cathexis and ambivalent inducibility or noninducibility."

This reviewer has read a great deal of technical writing, and he is prepared to grapple with words of more than one syllable. But in the case cited he is afraid that he suffers from negative cathexis in pronounced form.

There are some very good things in the book. For example, a reasonably clear picture of the areas in which those scholars concerned with group dynamics are at work. There are, as well, some interesting reports of experimental group situations. On the whole, however, it may be suggested that the scholars concerned are writing more for other scholars than anyone else. • •

TRUTH IS OUR WEAPON

By Edward W. Barrett, former Assistant Secretary of State; Funk & Wagnalls Co., New York, 1953, 355 pp., \$4.00.

Reviewed by Ludwig Caminita, Jr., Public Relations Counselor

This is the fascinating story of the gigantic international war of ideas, the battle to win men's minds. It is the story of the successes, setbacks, and frustrations of the Voice of America and other phases of the United States' propaganda apparatus.

This is about the cold war: ruthless, ugly, vicious, yet some times heartwarming, humorous, and hopeful. It is a war "for keeps."

Author Barrett obviously is well-qualified to discuss his subject. He does it calmly, thoroughly, forthrightly, and

interestingly. The public relations practitioner, as well as the student, will find it a book to study as well as read.

Truth Is Our Weapon is not a mere history of the State Department's propaganda machinery. It is, rather, a discussion of the need for a planned, long-range public relations program on an international level. The author describes the work of the Voice and other aspects of the Allied and Soviet propaganda machinery to illustrate his points. He tells of victories and describes errors.

Mincing no words, Mr. Barrett discusses Congressmen and commentators who at hearings or in print often supply ammunition for the enemy or foul up our own propaganda efforts.

If there is any lesson to be drawn from his experiences (though it is difficult to simplify such a complex problem in one statement), it might be this: to be effective, a propaganda program, even an international one, must be performed at the grass-roots level. To be effective, a campaign must be backed by actions, not empty words.

Case after case of the work of the Allied and Soviet propaganda forces are cited (many probably for the first time) to illustrate the enormity of the problem and the unrelenting efforts of the Soviets to win the battle for men's minds.

One can easily believe the author when he says that an intelligent, planned propaganda program is as essential to this country as a properly planned and executed military program. It should be as well-supported at home as are the needs of the military.

Because the problem is a complex one, Mr. Barrett does not pretend to have a solution, at least not a simple one. He emphasizes that there is no panacea (we Americans like to think everything can be broken into simple, plain facts and easily solved). He does make some suggestions for a future course for our battle for men's minds, for the improvement of the propaganda machinery.

From Korea to Berlin, from Czechoslovakia and Moscow to the unnamed country where most people do not believe in germs (!), the battle for men's minds goes on at a relentless pace. It is the "Campaign of Truth" versus "The Big Lie." We must not falter, reasons Mr. Barrett, lest we lose the war.

Mr. Barrett's style is that of an objective reporter who interpolates editorial comments as he goes along. He is very persuasive. • •

NEWS IN VIEW . . .



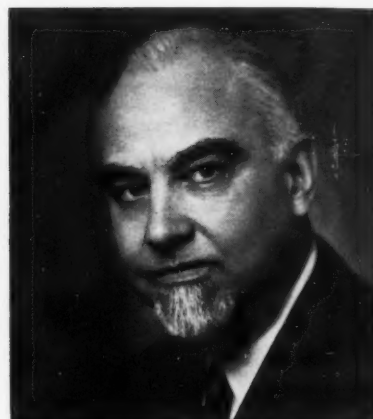
SHOWN AT ITS FALL MEETING in Boston, September 18, the Board of Directors of the Public Relations Society of America covered an agenda dealing with many projects and problems connected with growth of the PR field and the Society (story on page 21). The New England Chapter held a one-day regional seminar on public relations in which several society officials participated, the day preceding the Board sessions.



THREE MEMBERS of New England Chapter seminar panel, "How Can New England Communities Use Public Relations to Better Their Positions," talk it over before the session. (L. to R.): Hugh Gregg, Governor of New Hampshire; Laurence C. Plowman, executive vice president, Rhode Island Development Company, and Richard Preston, commissioner, Massachusetts Department of Commerce. Others on the panel were, Thomas M. Hennessey, vice president, New England Telephone & Telegraph Company; Ephron Catlin, Jr., First National Bank of Boston, and Dr. Alfred C. Neal, first vice president, Federal Reserve Bank of Boston. Thomas Holton Hoare, Boston PR Counsel, was panel moderator.



MILTON FAIRMAN, director of PR, The Borden Co., New York, has been named editor of the Public Relations Journal, effective January 1, 1954. Mr. Fairman, who has served as assistant editor during 1953, was appointed by PRSA's Executive Committee at the Fall Meeting of the Board of Directors.



G. EDWARD PENDRAY, senior partner, Pendray & Co., New York, and editor of the Public Relations Journal since 1950, has been appointed editorial consultant at the expiration of his present term of service on December 31, 1953. In creating the permanent honorary position, and naming Mr. Pendray the first holder of the designation, PRSA's Executive Committee noted his great contribution to the magazine's development.

L. E. JUDD, director of PR. The Goodyear Tire & Rubber Co., Akron, Chairman of the Awards Committee, PRSA, presented a report to the September Board of Directors Meeting at Boston which will revise the methods and criteria for granting recognition of accomplishment in the PR field in the name of the national organization.



Harvard's Dean David to keynote PRSA Annual Conference

"New Public Responsibilities of Management" to lead off Detroit meeting discussion built around theme of growing opportunities for public relations.

Donald K. David, Dean of the Harvard Graduate School of Business Administration, will be the chief speaker on the keynote discussion session which opens the Sixth Annual Conference sponsored by the Public Relations Society of America, at the Sheraton-Cadillac Hotel, November 17. His subject will be: "New Public Responsibilities of Management." (Dates of the meeting are November 16-18, but the first day, Nov. 16, is devoted to PRSA directors' meetings and the annual membership business session, with the general conference beginning Tuesday, November 17.)

James Cope, General Conference Chairman, and Vice President, Chrysler Corporation, will preside during the opening ceremonies, and Detroit's Mayor Albert E. Cobo will welcome the nation's PR men and women.

Paul Garrett, Vice President, General Motors, will be chairman of the

first session, and after the main address by Dean David, a panel will discuss with the speaker the main elements of his address, examining the new responsibilities, their importance to the success of the enterprise, the relationship between "public responsibilities" and sound business management, and the role of public relations in helping management realize these new opportunities. The audience will participate by submitting questions for discussion.



Dean Donald K. David

Included on the panel which will develop the subject are John W. Hill, President, Hill & Knowlton, Inc., New York, Public Relations Counsel; and Lawrence C. Lockley, Dean, School of Commerce, University of Southern California.

Other events on the three-day program which will draw attendance of public relations people from all over

(Continued on page 34)

PRSA Board of Directors meets in Boston

Awards Committee reports new plan for professional recognition; geographical redistricting considered; two new research projects undertaken for membership

At its regular fall session, held this year at Boston, September 18, the Board of Directors of the Public Relations Society of America made final plans for the sponsorship of its Sixth Annual National Public Relations Conference in Detroit November 16-18, and covered a full agenda made up largely of the year's reports of activity by the national standing committees of the Society.

Most Board members participated in the one-day seminar sponsored for management and public relations people of the region by the Society's New England Chapter on September 17 at the Boston Statler. William G. Werner, president, was chairman of the Board sessions attended by members from 18 states.

Redistricting study

The governing body continued its study of a plan being considered to geographically redistrict the organization based on membership growth and chapter development, but action on the matter was postponed for further research by the Executive Committee prior to the Detroit Board sessions. The Society now has more than 1600 members in 51 U. S. states and territories and 10 foreign countries, with 24 chapters ranging from Boston to Honolulu, and from New Orleans to Minneapolis, and with a sizable membership in Canada. The new plan will attempt to distribute Board representation more evenly, without having a governing body of too great size to be practical.

(Continued on page 34)

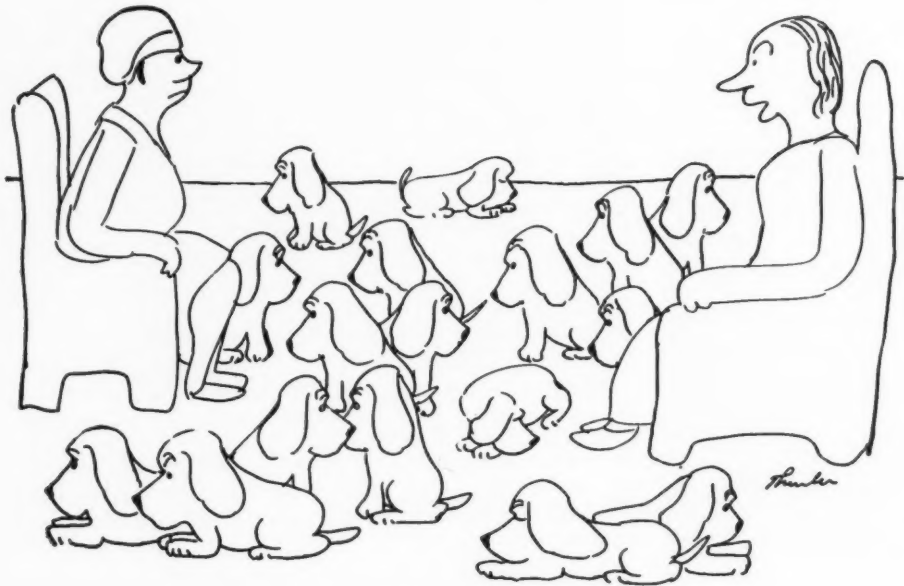
PR Exhibits Committee named

The committee handling exhibits at the Annual Conference in Detroit includes: Samuel L. Austin, director of PR, Chicago Mercantile Exchange, Chicago; Howard H. Besuden, Division of PR, The Procter & Gamble Co., Cincinnati; Paul L. Eden, senior associate, Hill and Knowlton of Cleveland, Cleveland; James J. Kaufman, director of PR, Ross Roy, Inc., Detroit; and Reginald P. Mitchell, head, Reginald P. Mitchell & Associates, Washington, D. C.

A descriptive brochure with floor plan has been mailed to prospective exhibitors. Information on space and contracts is available from PRSA national headquarters. Booths rent for \$225 each for the 3-day event.

Growth

Copyright 1932, The New Yorker Magazine, Inc.



"The father belonged to some people who were driving through in a Packard."

The New Yorker's circulation has multiplied nearly thirty-fold since it was first published back in 1925. Today its readership and influence are nation-wide. Over 80% of The New Yorker's readers live *outside* New York in the finest suburbs

and residential areas of our big cities from coast to coast. Wherever you find intelligent, discriminating people you'll find New Yorker readers.

New ideas and new quality products launched in The New Yorker

(Advertisement)

quickly reach important centers of opinion and buying all over the country. You just can't keep The New Yorker out of the hands of New Yorker-minded people wherever they are. It is one magazine

that is thoroughly read each week by the foremost opinion moulders of the nation. These leaders may be reached through the pages of their favorite magazine—The New Yorker. They like it.



Copyright 1935. The New Yorker Magazine, Inc.

(This is the eleventh of a series of advertisements suggesting how The New Yorker may help you speed your public relations ideas.)

THE NEW YORKER

NO. 25 WEST 43RD STREET
NEW YORK 36, N. Y.

Sells The People Other People Follow

(Advertisement)

October, 1953

PRSA 6TH ANNUAL CONFERENCE

SHERATON-CADILLAC HOTEL
DETROIT

November 16-18, 1953

Hotel Accommodations

An ample supply of single, double and twin-bedded rooms have been set aside for Conference assignment. 40 one- and two-bedroom suites are available. (No one will be assigned to "double" in a twin-bedded room by the hotel. Persons wishing to share accommodations should so designate with name of person selected when writing hotel.)

Conference registrants should make room reservations direct to the Sheraton-Cadillac Hotel, mentioning PRSA Annual Conference.

Special Note

Conference dates this year fall on Monday, Tuesday and Wednesday—November 16, 17 and 18—instead of on Sunday, Monday and Tuesday, as in previous years.

Room Rates

Single Rooms—\$5-\$13
Double-Bed Rooms (for two)—\$9.50-\$13
Twin-Bedded Rooms (for two)—\$11-\$17
Parlor and Bedroom Suites—\$23-\$35
Parlor and 2 Bedroom Suites—\$34-\$49
(All rates by the day)

If a room is not available at the rate requested, one at the nearest obtainable rate will be assigned and the hotel will notify the guest of such action. Unless requested otherwise, the hotel will hold reservations open until 6 P.M. of the day of arrival.

Conference Registrations

All Annual Conference Registration cards and checks* should be sent to:

Annual Conference Committee
PUBLIC RELATIONS SOCIETY OF AMERICA
2 West 46th Street, New York 36, N. Y.

* All persons having a PR interest are invited to register and attend the Conference. PRSA membership is not a requisite for Conference attendance, although the Society is the sponsor that makes the meeting possible.

International PR Committee submits development report to national PR groups

PRSA members to study proposals at Annual Business Session in Detroit, November 16

A report which includes complete Minutes of the meetings held in London and Hastings, England, May 9 and 11, 1953, has been distributed on behalf of the Provisional Committee For The Establishment Of An International Public Relations Association by T. Fife Clark, honorary secretary of the group. The national public relations associations which have worked for several years to develop a plan for international cooperation in the field, and are recognized as the founding bodies of the proposed organization, are asked to comment on the proposals and actions taken to date.

Members of the Public Relations Society of America, the organization representing public relations men and women of the United States in the international discussions, will review the subject at the Annual Business Meeting of the Society, to be held November 16, in conjunction with the organization's Sixth Annual Conference at the Sheraton-Cadillac Hotel, Detroit.

The report follows:

PROVISIONAL COMMITTEE FOR THE ESTABLISHMENT OF AN INTERNATIONAL PUBLIC RELATIONS ASSOCIATION

Minutes of meetings held in London on May 8, and Hastings on May 9, 1953

PRESENT:

REIN VOGELS, Netherlands
(In the Chair)

France

ETIENNE BLOCH
J. CHOPPIN DE JANVRY

Great Britain

ROGER WIMBUSH
ALAN HESS
T. FIFE CLARK (honorary secretary)

Netherlands

J. A. BRONGERS

The "International Committee's" complete report has been released for publication in the JOURNAL because of its general interest both for PRSA member readers, and for the many JOURNAL subscribers in the U. S. and abroad. It will be presented in two parts—the second part to appear in the November issue.

U. S. A.

ED LIPSCOMB
RICHARD B. HALL

Also present as observers were Olavi Laine (Finland) and Gigi Martello (Italy).

Mr. Vogels, who expressed appreciation on being elected to the Chair, in the absence of the president, Professor Hermans, welcomed the members of the Provisional Committee and extended warm greetings to Mr. Lipscomb and Mr. Hall, who were present as observers for the Public Relations Society of America. He regretted the inability of Professor Hermans, who was in Curacao, to attend the meeting.

1. Apologies for absence

An apology for absence had been received from Mr. Odd Medboe, vice president of the committee and public relations officer of Scandinavian Airlines, who was unable to attend owing to business commitments. On behalf of the Norwegian Association he extended every good wish for a successful meeting.

2. Minutes of meetings of May 9 and 11, 1952

The hon. secretary reported that the Minutes of the meetings of May 9 and 11, 1952, had been circulated to the committee members for agreement some six months ago, and to the national associations for their comments at the beginning of this year.

The chairman thought that these Minutes offered a comprehensive basis for discussion at the present meeting and that unless any member wished to put forward comment or objection the Minutes of the meeting should be accepted. This was agreed by the members.

3. Correspondence

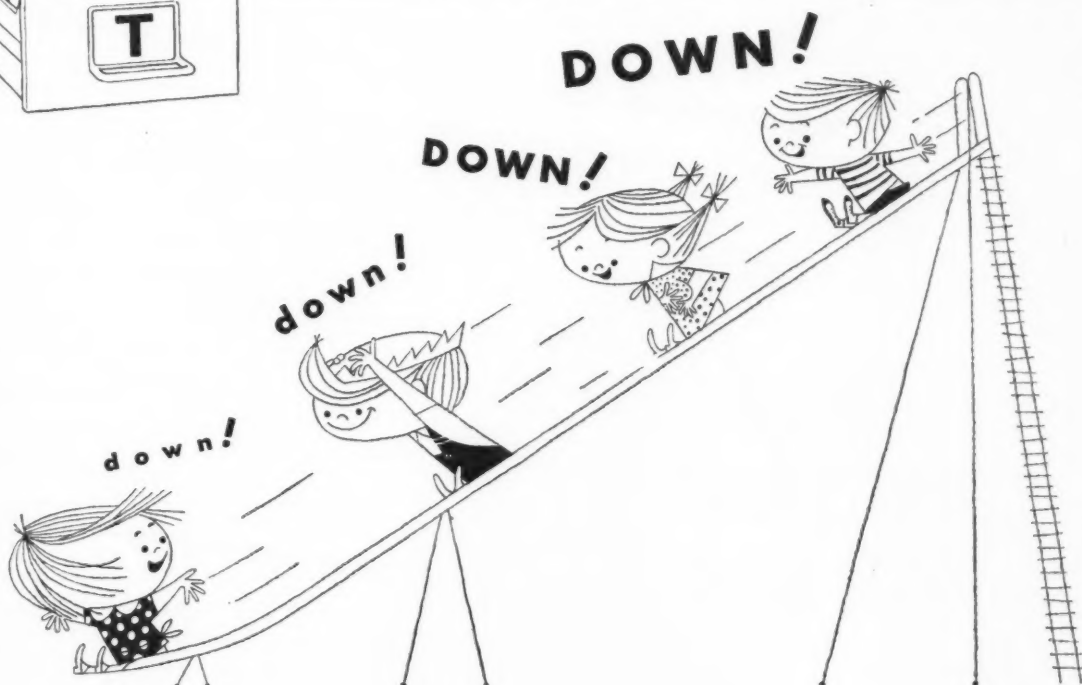
At the invitation of the chairman, the hon. secretary then reported on correspondence received. Three points emerged:

- (a) The committee, at its last meet-

(Continued on page 30)



LIVE ITEMS FROM OUR MORGUE



goes trucks' accident ratio for 4th straight year!



The 1953 edition of Accident Facts, just released by the National Safety Council, analyzes accidents in terms of vehicle registrations. Out of the total number of vehicles involved in accidents, the relative number of trucks declined

for the fourth straight year.

The table below shows clearly that trucks now have a better safety record than automobiles. Particularly significant is this record when you realize that trucks have greater exposure to accidents, because they average greater mileage per year than do passenger cars.

TABLE: ACCIDENTS vs. REGISTRATIONS

TRUCKS

YEAR	Of all vehicles involved in accidents, truck percentage was:	Of all vehicles registered, truck percentage was:
1948	17%	18%
1949	15	17
1950	14	17
1951	14	17
1952	13	17

PASSENGER CARS and TAXIS

YEAR	Of all vehicles involved in accidents, car and taxi percentage was:	Of all vehicles registered, car and taxi percentage was:
1948	80%	81%
1949	82	82
1950	84	82
1951	84	82
1952	85	82

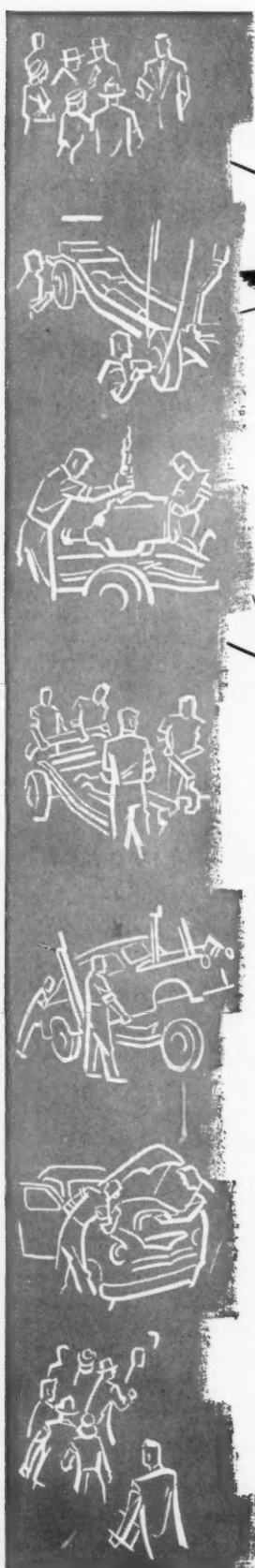
Walter T. Henry

President, American Trucking Associations



AMERICAN TRUCKING INDUSTRY

American Trucking Associations,
Washington 6, D. C.



when you are in DETROIT

CHRYSLER CORPORATION

CORDIALLY INVITES YOU
TO VISIT
ONE OF ITS FINE PLANTS

•
PLYMOUTH • DODGE • DODGE TRUCK
DE SOTO • CHRYSLER

When next you are in Detroit . . . for the Sixth Annual Conference of the Public Relations Society of America . . . you can see for yourself the magic of a modern automobile assembly line.

Many visitors who have watched the creation of fine motor cars and trucks have found it a memorable experience, and we think you will too.

Tours are scheduled every day, Monday through Friday, under the supervision of skilled guides whose only concern is making your trip an interesting and pleasant one. Plan now to include in your itinerary a visit to—

PLYMOUTH—The world's most modern automobile plant . . . capable of producing more than 3 cars a minute . . . 6334 Lynch Road, Detroit.
Tours: 9:30 a.m., 11:45 a.m., 1:00 p.m., and 2:00 p.m.

DODGE—Where dependability is synonymous with its name and literally "built" into the line . . . 7900 Joseph Campau, Hamtramck.
Tours: 9:30 a.m., and 1:30 p.m.

DODGE TRUCK—Assembling job-rated trucks of many hundreds of combinations of engines, transmissions, axles, clutches, and other chassis and body requirements . . . 21500 Mound Road, Warren Township.
Tours: 9:00 a.m., 10:15 a.m., 1:15 p.m., and 2:30 p.m.

DE SOTO—A showplace of precision automatic equipment, including a push-button engine block line which performs more than 150 operations on the block before it is touched by human hands . . . 6000 Wyoming, Detroit.
Tours: 10:00 a.m. of final assembly line, and 1:00 p.m. of engine assembly line.

CHRYSLER—See 20 body styles for Windsor, New Yorkers, and Imperials of 26 optional paint color combinations and 40 interior trim combinations assembled and quality-produced under the same roof . . . 12200 E. Jefferson Avenue, Detroit. Tours: 9:30 a.m. and 1:30 p.m.

Should you have a preference on any of the hours or plants listed above, the Public Relations Department (Telephone TOWnsend 8-5520) will be happy to advise the plant of your choice or make special arrangements for you.

Chrysler Corporation • 341 Massachusetts Avenue • Detroit 31

(Advertisement)

PRoduction . . .

INK FOR FILM AND GLASS

For giving illustrated lectures to employees, customers, community or other publics there's a new ink for film and glass that should find several audio-visual applications for making notes to be projected via film or slide, writing on film leaders, etc. Although the ink is presently available only in black, it is announced that transparent colors, suitable for projection, are under development. For more information: Electrochemical Laboratories, 1430 Terrace Drive, Tulsa, Oklahoma. • •

FREE SOUNDSTRIPE

Free magnetic soundstripping will be done to 400 feet or less of any customer's 16mm. film by Bell & Howell Company during the month of October. Movie makers must bring their film to an authorized B & H dealer who will have it striped and will then assist with an on-the-spot recording of the customer's commentary on the film.

Bell & Howell's Soundstripe, when applied to the edge of the 16mm. film, enables individuals to record their own commentary and musical background on the film as it is projected by the Filmosound 202 magnetic recording projector. The magnetic sound track is ready for immediate playback after recording. Recording new sound, which it is reported can be done an unlimited number of times, automatically erases the old.

For further information: Bell & Howell Company, 7100 McCormick Road, Chicago 45, Illinois. • •

THE EAR IS FASTER . . .

A "Time Compressor" that speeds up words or music without changing tone or ease of understanding has been developed at the University of Illinois. An hour of recording time can be compressed to forty-five minutes. Compressions of ten per cent cannot be noticed, and it is claimed that more than fifty per cent of the time can be discarded without destroying understandability. Scientists have known for some time that the ear is faster than the mouth; that words can be understood more rapidly than they can be spoken. Attempts at talking fast fail because the speaker slurs or trips over his words.

The invention overcomes this by recording speech in a condensed form without changing the pitch, as happens when an ordinary recording is speeded up.

The present "Time Compressor" is still a laboratory model in the University's Speech Research Laboratory. Patents have been applied for by the University of Illinois Foundation. • •

DISPLAY LETTERS

New-style plastic-ceramic letters for signs and displays have been introduced by Hernard Manufacturing Co. The

new series reflecting the latest trends in letter design, according to the makers, comprises a range of styles. Three types of letters are available: with steel pins, with sanded backs, and track letters. The manufacturer states that scientific eye studies were the guides in choosing styles with highest readability ratings. Catalog available: Hernard Manufacturing Co., 923 Old Nepperhan Ave., Yonkers, N. Y. • •

The editors of the JOURNAL will welcome contributions for this column from readers regarding new services, techniques and processes which have applicability in public relations programs.

**GOOD WHISKY
CREATES GOOD
IMPRESSIONS**

That's why
so many people
are now serving

**OLD
HICKORY**
STRAIGHT BOURBON WHISKY



ANDREW (Old Hickory) JACKSON



Full
6 years
old

**The EXTRA YEARS enhance
the great Bourbon Taste**

66 PROOF • OLD HICKORY DISTILLING CORPORATION, PHILADELPHIA, PENNSYLVANIA

It's Your Move...

and the move
is to
DETROIT
for the greatest
PR
Conference
of them all!

Sponsored by
**Public Relations Society
of America, Inc.**

**Sheraton-Cadillac Hotel
Detroit, Michigan**

November 16-18, 1953

*Make Your Plans
Now to Attend!*

PEOPLE • PROGRAMS • and ACCOUNTS

(•) indicates PRSA members

Paul L. Selby • executive vice president of the National Consumer Finance Association and also eastern regional vice president of PRSA, has recently completed a tour abroad as a member of an eight man team of U. S. business leaders. The group, sponsored by National Sales Executives, Inc., exchanged ideas on sales, distribution and marketing with business leaders in eight European countries.

Stewart Harral • director of PR studies at the University of Oklahoma, served as guest lecturer at the International Education workshop held at Banff, Canada, August 16 to 23. The eight-day institute was sponsored by the Canadian Teachers Association.

Morris B. Rotman • president, Harshe-Rotman, Inc. has been appointed chair-



man of a new PR clinic which is part of the annual workshop series sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago.

Public relations has been added to the workshop in response to a growing interest in the field by advertising people in the Chicago area.

PR executives elected to serve as officers of the American College Public Relations Association for 1953-54 are: president, **Mrs. Veta Lee Smith** • Marshall College; secretary-treasurer, **Marvin G. Osborn**, Mississippi State College; and vice presidents — **Fred Hess, Jr.**, Nebraska Wesleyan University, **John E. Fields** • University of Southern California and **James Coogan**, Pennsylvania State College.

In the 1953 Award of Merit Competition held annually by the First Advertising Agency Group, a national organization, the one-and-one-half-year-old PR dept. of M. Belmont Ver Standig, Inc., Washington, D. C. advertising agency (**Mary Kersey Harvey** •), won two out of three national awards for outstanding PR campaigns.

The Crosley Broadcasting Corp., Cincinnati, Ohio announced that **Gilbert W. Kingsbury** • assistant to the presi-

dent, has been moved up to vice president, PR.

MOVES

Richard A. Strickland • has been appointed director of PR, Railway Express Agency, Inc., NYC. For the past eight years he has been a management PR consultant.



Commander John P. Preston • USN, has moved from the Industrial College of the Armed Forces, Washington, D. C., to Naples, Italy, where he will assume duties as public information officer on the staff of the Supreme Allied Commander, Southern Europe.

John V. Tharrett • formerly community relations and communications manager, Bigelow-Sanford Carpet Co., N. Y., is now PR manager, Congoleum-Nairn Inc., Kearny, N. J., replacing **James F. Fox** • who has joined the PR staff of Mathieson Chemical Corp., Baltimore.

Edward D. Madden • formerly v.p. in charge of television operations and sales, NBC, recently joined Motion Pictures for Television, Inc., NYC, as v.p. in charge of new programming and a newly-created division for producing and distributing TV films.

Benjamin C. Bowker • formerly president, Bowker and Co., Inc., Toledo, has been appointed to the new post of director of development at Clarkson College of Technology, Potsdam, N. Y.

Clayton B. Peterson • director of public services, Carthage College, Carthage, Illinois, has been appointed director of PR and sales promotion, Wagners-Printers, Davenport, Iowa.

DEATHS

E. Parish (Pat) Lovejoy • 53, former director, Public Information Division, The Detroit Edison Co. died of a heart ailment in August. He had been with the company for 24 years and was well known throughout the utility industry and PR field.

parens*

This is a column about things that interest PR people. Some important, some whimsical, some of passing interest, some of significance. The writer's blasts and kudos are not necessarily those of the JOURNAL Publications Board.

parens

Swell job in an important area: Get a copy of *Another Doorway* which handles the story of Kimberly-Clark Corporation's (Neenah, Wis.) retirement plan. Excellent copy, profusely illustrated with pictures of "life members," it sets forth the philosophy and arithmetic of the plan. Questions and answers develop the mechanics of the program. Life members shown at their retirement hobbies demonstrate individual proof of the results.

parens

We had gotten used to the aberrations of 3-D—seeing all those test ads run with a pair of die-cut paper glasses attached—so the page wouldn't look like a color plate off-register. Now comes *McCall's* with a cover background in Day-Glo ink (September issue). Orange, no less. Mind if we slip on our dark glasses and go Hollywood for a while?

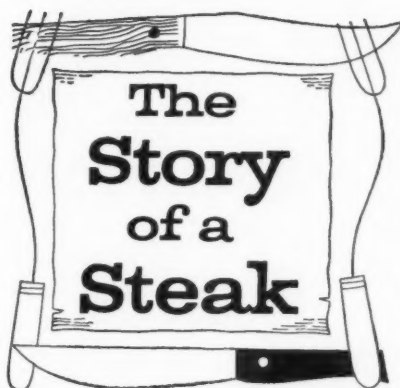
parens

Several weeks ago five New York PR men accepted an invitation to be volunteer consultants to New York's new acting postmaster. The postal head showed in three months how a little planning could improve service and save about \$10,000,000 a year in the world's biggest P.O. Result: a New York political group is running him for Mayor and the five stalwart PR volunteers are out of a (volunteer) job.

parens

The Norton Company, the abrasives people at Worcester, Mass., have a dramatic mural painted on the wall in Norton Hall, the administration building. Called the "Family Tree," symbolizing company growth, the founders are the roots, factories make up the trunk, and all twenty-five-year men and women represent the leaves "which nourish the tree." The leaves completely encircle the hall. *The Norton Story* has just been written about the 68-year-old firm by Mildred McClary Tymeson.

* Short for "parentheses," used by typists and proofreaders.

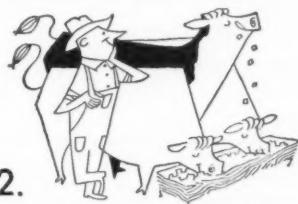


Before you have a steak (whether it's porterhouse or chopped), a cow has to have a calf. This is the story of one particular calf.



1.

This calf was born on a Texas ranch. Several acres of grazing land are required to support each cow and calf.



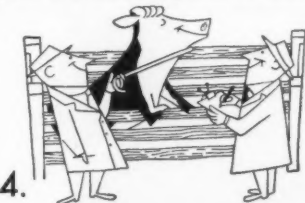
2.

As a yearling, the calf was sold to an Iowa farmer for "finishing" in feed lot. Proper feeding of corn and protein supplements adds many extra pounds and a lot of extra eating quality to our beef.



3.

After several months in the feed lot, our calf, now a full-grown steer, was sent by rail or truck to the stockyards and consigned to a marketing firm for sale.



4.

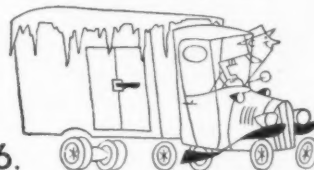
Buyers for several local and out-of-town meat packing companies put in bids based on the going consumer price of beef. This steer was one of a carload bought by an Ohio meat packing company.

(Advertisement)



5.

At the packing plant, the "beef crew" turned beef on the hoof into meat for the store. Beef was inspected, chilled and graded, prepared for shipment.



6.

Under refrigeration, the quarters of beef were shipped to New York's wholesale meat district—1500 miles from Texas, where the calf was born.



7.

Owner of a Brooklyn meat market, after comparing prices and quality, selected a quarter of our steer.



8.

In the store, the quarter of beef was turned into steaks, roasts, stew and hamburger; was displayed for customer's selection competing with other meats.



9.

Yesterday, a housewife looked over everything in the counter, compared values, decided on steak, porterhouse or chopped, depending on what she wanted to spend.

P.S.—A steak is the easiest thing in the world to cook—just a few minutes for each side under the broiler. But, as you can see, getting the steak ready for the broiler takes a lot more time and a lot more planning.

AMERICAN MEAT INSTITUTE
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Members throughout the U. S.

International PR Committee

(Continued from page 24)

ing, had elected to the Provisional Committee as additional members, J. A. Brongers of Holland, Etienne Bloch of France and Alan Hess of Great Britain. T. Fife Clark, who had been acting as hon. secretary, had also been elected to membership of the committee.

- (b) As a result of the committee's decision, the Public Relations Society of America had been invited to nominate two members to the Provisional Committee. In reply, the Society put forward the names of William G. Werner, the present president, and Robert L. Bliss, the executive vice president of the Society, and they had now been elected as committee members. As, however, both Mr. Werner and Mr. Bliss were unable to be present on this occasion, Ed Lipscomb, last year's president, and Richard B. Hall of Washington, had been appointed by the Society to attend as observers.

- (c) As a result of correspondence and contact with the Finnish Public Relations Association, its president, Olavi Laine, who was at present in London and would be attending the Institute of Public Relations Weekend Conference at Hastings, had accepted an invitation to come along towards the end of the meeting to report on the activities of his association in Finland.

4. Membership of Committee

The hon. secretary reported that the Provisional Committee was now composed of the following members:

President—Hans Hermans (Netherlands); *Vice President*—Odd Medboe (Norway). *Members*: U.S.A.—W. G. Werner and R. L. Bliss; *Netherlands*—R. J. Vogels and J. A. Brongers; *France*—J. Choppin de Janvry and Etienne Bloch; *Great Britain*—Roger Wimbush, Alan Hess and T. Fife Clark (hon. secretary).

5. Summary of proposals arising from the 1952 meetings.

The hon. secretary gave a brief resume of the decisions reached by the

Provisional Committee at their meetings in May, 1952.

The committee had agreed:

(i) Aims and objectives

That an International Association should have as its aims:

- The raising of the standards of public relations practice in all countries.
- Exchange of professional experience and ideas.
- Explaining public relations to the world outside the profession.
- Formation of a rotary in which each member in case of need could be sure of the assistance of his fellow-members throughout the world.
- Consideration of the problems facing public relations officers in all countries—principally, those of professional recognition, professional skill (including the publication of an *International Who's Who in Public Relations*), and professional ethics (linking the codes now being compiled in several countries).

(ii) Procedure for nomination and election to the Council

- The Council to be composed of 16 members, including president, treasurer, secretary, two members each from U.S.A., Great Britain, Holland, Norway and France, and one member each from Italy, Australia and Canada.
- The International Association should be completely independent in electing members to the Council, and national organizations as such should have no representation on the Council.

(iii) Status of the International Association

The Association to be independent of the national associations, although having close relations with them.

(Continued on page 32)



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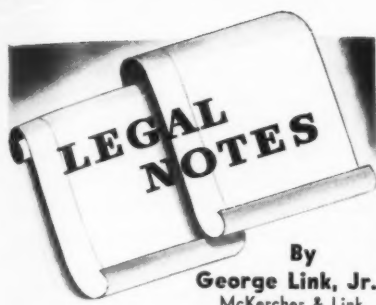


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By
George Link, Jr.
McKercher & Link

LEGAL COUNSEL TO THE
PUBLIC RELATIONS SOCIETY OF AMERICA, INC.

(Legal comment and opinion rendered by the Society's counsel will appear in this column as a JOURNAL feature. Subject matter having general relevancy to the public relations and communications business will be presented.)*

Illinois Retailers' Occupation Tax

The Supreme Court of the State of Illinois handed down a decision on May 20, 1953, which held that suppliers who made sales to "service occupations" was not subject to the Illinois Retailers' Occupation Tax if the purchaser (service occupation) retransfers the property so purchased for a valuable consideration.

The Illinois Department of Revenue has now issued an amendment to its regulations to conform to the decision of the Court.

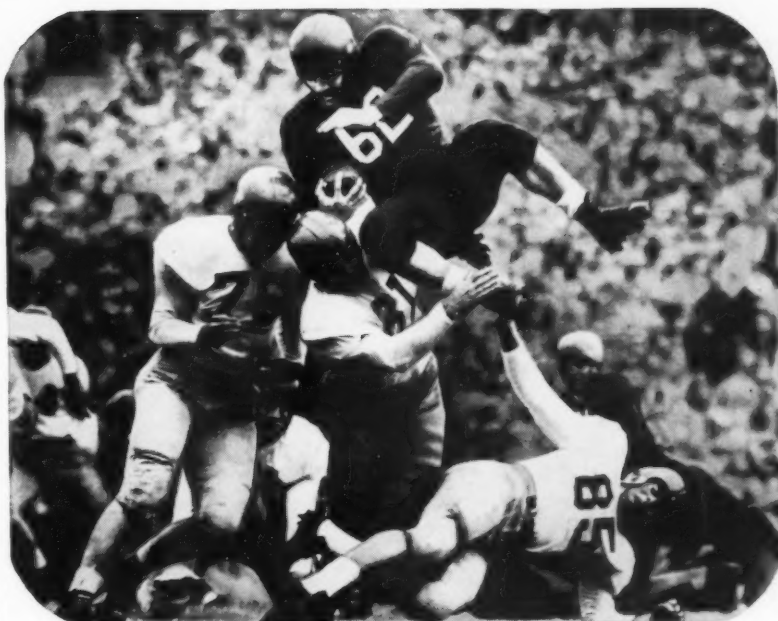
The regulations now provide that sellers of tangible personal property to purchasers (in service occupations) who resell the property to others either as an incident to engaging in a service occupation or profession or apart from engaging in any such activity are selling tangible personal property to purchasers for purposes of resale and do not incur Retailers' Occupation Tax liability when making such sales.

The regulations now further provide that persons engaged in service occupations or professions do not resell tangible personal property which they purchase unless they actually transfer the ownership of or title to such property to others in some form as tangible personal property for a specific charge or unless they transfer the ownership of or title to such property to others in connection with other tangible personal property or service for which a charge is made.

The burden of establishing that a transaction is not taxable is upon the seller.

It should be made certain that you
(Continued on page 35)

*Special legal bulletins periodically distributed to PRSA members as a Society service will be continued.



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Winners of "Oscars of Industry" will be listed in the Annual Awards Number of **FINANCIAL WORLD**, dated October 28, 1953, which also is distributed at the Awards Banquet on October 26th. . . . Advertising forms for this issue of prime interest to top executives will close Monday, October 19th.

For reservations and information on the Awards Number to be distributed at the Banquet, write: Weston Smith, Financial World, 86 Trinity Place, New York 6, N. Y.

International PR Committee

(Continued from page 30)

(iv) Qualification for membership

Qualification for membership should be as outlined in the Hermans memorandum:

"That members should be persons devoting their full time and being technically fully responsible for the planning and execution of a coherent and significant part or of the whole of the activities of a corporation, company, union, government, government department, or other organization in building and maintaining sound and productive relations with special publics and with the public at large, so as to adapt itself to its environment and interpret itself to society; provided that these activities are of international significance."

(v) Timing of inauguration of an International Association

In conclusion, the Provisional Committee, in reviewing the results of the meetings:

"Was unanimous in feeling that while it was essential to have a clear idea of the kind of international association which might be formed, and to have preparations made for launching it quickly, the timing of its inauguration must be a matter for consideration in the light of circumstances and the views of the national associations. It was still the firm view of the committee that an international association would be found to be useful but the aim must be to "hasten slowly" and not set up any formal body until the need was established and the conditions right. In the meantime, the Provisional Committee itself was proving a most useful piece of machinery for the circulation of information and experience from the various countries represented on it and—perhaps still more important—for expanding the extent and range of personal contact and discussion between public relations men from many countries. This work would go on and would gradually establish the ground on which a formal association could be founded.

"It was agreed therefore that this feeling should be clearly explained to the national associations and that when the Minutes of these meetings were circulated to them for comment in the autumn the associations should be asked for their views not only on the broad proposals for an international association but also on what would appear to be an appropriate timing for its inauguration."

6. Comments of national organizations

In concluding his report, the hon. secretary stated that the Minutes had been circulated for comment to:

The Institute of Public Relations of Great Britain

The Public Relations Society of America, Inc.

The Public Relations Associations of France, Holland and Norway

Copies had also been sent for information to the Public Relations Associations of Italy, Australia and Finland.

The Chairman thanked the secretary

for his report and invited the meeting to put forward the views and comments of the various national organizations represented.

NORWAY: In a letter from Mr. Odd Medboe, the Public Relations Association of Norway commented that it was:

- (a) In full agreement with the value of establishing an International Public Relations Association.
- (b) In agreement that the Association should be based on the general principles recommended at last year's meeting.
- (c) Of the opinion that full participation by the U.S. was essential, and that before such participation had been secured the final step for the formation of an International Association should not be taken.

HOLLAND: Mr. Brongers reported that the Public Relations Association of Holland, which he represented, was in full agreement with the establishment of an International Association on the basis outlined in the Minutes. It thought that the Association should be formed on a rotary system but would like to see added the proviso that prospective members should first be approved by their respective national associations.

FRANCE: M. Bloch reported that since attending the last meeting, the association in France had been put on a firm basis by the formation of the Association Professionnelle des Conseillers et Cadres de Relations Publiques et Sociales. This was a formal association which had arisen from the Public Relations Club, the Maison de Verre.

Although agreeing in principle with the formation of an International Association of the kind envisaged in the Minutes, the French Association was of opinion that the idea of a rotary system was perhaps a little too confined. It would prefer to see an International Association formed on a broader basis, giving opportunities for the national organizations to take a wider interest and share in its activities than was suggested in the Minutes.

U.S.A.: Mr. Lipscomb, on behalf of Mr. Hall and himself, expressed great pleasure at being afforded the

(Continued on following page)

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opportunity to join in the discussions.

The Public Relations Society of America was fully conscious of the benefits that would accrue from the formation of an International Association, and in the main agreed with the principles outlined in the Minutes. On two points, however, it would be glad of clarification:

(a) The Society was prepared to accept the principle that the International Association might be formed on an entirely independent basis, but thought that on such a basis too much was expected of the national associations for too little return. The national organizations would, in effect, be expected to supply assistance in the form of finance, secretarial aid, etc., whilst having no representation on the Council and no right of consultation on the election and vetting of prospective members. The Public Relations Society of America held the view that vetting of members must be the responsibility of the national organizations, since the International Council, although composed of representatives from various countries, would not be competent to carry out the necessary vetting. In the U.S. it was always the practice of a national association to get a candidate vetted in his own locality and this system would seem equally applicable in the case of the International Association.

(b) The second point which was not clear to the members of the Society was the insistence that members should, for qualification purposes, be engaged in public relations work of "international significance." In their own associations they welcomed members with localized knowledge, working in a purely parochial capacity, as the associations were thus often enabled to draw on expert advice and opinion on localized matters.

Mr. Lipscomb wished to stress that in principle the Public Relations Society of America was in entire agreement with the proposal to set up an International Association; was willing to accept, after consideration and discus-

sion, that the Association should be entirely independent of national organizations, if this were the majority opinion; but would like the views of the meeting on the two points raised.

GREAT BRITAIN: Mr. Fife Clark, speaking on behalf of the British Institute of Public Relations, said that the Institute had entered no formal comments on the Minutes but had put forward two points for consideration.

(a) Whether it would not be better to keep to the present informal system, which had given great benefits to the participating public relations officers of several countries in the exchange of views, contacts and help, rather than to launch an official International Association, with all the difficulties of separate finance, machinery, etc., that would be involved. The Institute was convinced that no association should be formally inaugurated until the Provisional Committee was assured that it could be entirely self-supporting and serve a more useful purpose than the present informal set-up.

(b) The Institute was in favor of an association formed on federal lines rather than one completely independent of the national organizations. It thought that each applicant for membership should be a member of his own national association, although it appreciated that these suggestions might run counter to the conception outlined in the Minutes. The Institute also recognized that an association formed on a federal basis would raise difficulties in countries where no recognized national association existed, or where the standards of the existing association did not measure up to international requirements. This was a problem which would need consideration.

On the question of the timing of the formation of an International Association, M. Bloch said that he would like to make it clear that the French members felt strongly that there should be no further postponement. Steps should be taken to set up the organization as

(Continued on page 34)



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International PR Committee

(Continued from page 33)

quickly as possible. Mr. Lipscomb and Mr. Hall supported this view.

After a brief discussion on this point, it was agreed unanimously that the aim should be to establish the association as speedily as was practicable, and if at all possible, to have it in operation within a year.

The chairman in summing up said that all approved the formation of an International Association as quickly as possible, but further decisions were needed on questions of method and detail.

(To be concluded in November)

Annual conference

(Continued from page 21)

America, include discussions of the role of public relations in policy formation, and means by which public relations can expand its services to management, both subjects to be developed with panel participation by leading figures in the field of public relations, business management, education and media.

An advance program mailing has been distributed from PRSA national headquarters, and early indications are for a record attendance. Included in the program, besides two luncheon meetings with nationally known speakers, are the annual public relations dinner, a reception for all visitors given by the Detroit Chapter, PRSA, and a specially prepared evening program presented by the automobile industry. The latter event, at which all conference attendants will be guests of the industry, will include a public service presentation relating to automotive progress and the attendant public relations considerations. • •

Board of Directors meeting

(Continued from page 21)

Awards study

Great interest was evoked by a new proposal presented by L. E. Judd, chairman of the Awards Committee, based on an evaluation of the system the Society has followed for many years for granting awards to people and organizations who have made distinguished contributions to the craft of public relations, or have rendered public service through public relations efforts.

New research projects

The Research Committee, of which Walter G. Barlow is chairman, reported the completion and distribution to the membership of a report summarizing public relations practice in American universities and colleges; and indicated that a new report on data concerning health and welfare agencies was being completed for distribution.

The Committee reported that a study had been begun on the general question of what PRSA members do to further their professional education, and it was hoped that the findings would be useful to rounding out of Society services, and for information of self-improvement programs of all PR people, particularly younger members of the field.

(Continued on page 36)

Membership Postings

The By-Laws of the Society require that applications for membership be posted 30 days before being submitted to the Executive Committee for approval. Members desiring to comment on the following applicants should write the Eligibility Committee, Public Relations Society of America, Inc., 2 West 46th Street, New York 36.

Active Membership

Leonard E. B. Andrews, Asst. V.P. and Dir. of PR, Texas Bank & Trust Co. of Dallas, Main & Lamar Streets, Dallas, Texas. Sponsors: Clifton Blackmon and Charles E. Simons.

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Albert G. Fiedler, Jr., PR Supervisor, Industrial and Public Relations Dept., Stanolind Oil and Gas Co., Stanolind Bldg., Fifth and Boston, Tulsa, Okla.

Legal Notes

(Continued from page 31)

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THE HOPPER

Reporting to the taxpayers

We are mailing reprints of my article in the April issue of the PUBLIC RELATIONS JOURNAL ("Reporting to the taxpayers") to the various people whose requests you sent me. We have been so swamped with requests for reprints, that we will run out of them before long and may have to re-run them.

You may be interested to know that as a result of our report, a few things are stirring now in the state fiscal reporting field. The National Association of State Budget Officers, which is part of The Council of State Governments, sent reprints of the article in the PUBLIC RELATIONS JOURNAL and copies of our "Your Dollar's Worth of State Government" report to all state budget officers. The National Association has now scheduled "Reporting and Interpreting the Cost of State Government" as the lead subject on the first day of its annual convention in Atlantic City, September 14 through 17. The topic will be handled by T. Norman Hurd, Budget Director of the State of New York, and myself. We are hoping to reach an agreement among the states on standards of reporting revenues and expenditures. It would then be possible to make comparisons among the states, which at the present time is extremely difficult.

We'll have quite a selling job because budget officers are a very conservative group and are usually reluctant to deviate from the established procedure in their particular state; but we are hoping to accomplish our aim: to make available to the legislators, civic groups and the citizens-at-large of the various states meaningful information on how much they put into their state government and what they get out of it.

ROGER A. FREEMAN

*Special Assistant to the Governor
State of Washington
Olympia, Washington*

PR material needed

Have you ever heard of the "Studiengesellschaft für Werbung und Public Relations e.V."? It's a Berlin-Spandau, Germany, organization formed, I am told in a letter from a member of its Board of Directors, "for the study and propagation of the PR ideas."

This appears to be a very earnest effort, on the parts of some German young businessmen and students, to encourage the use of planned public relations. They have found leadership in the copies of PUBLIC RELATIONS JOURNAL available to them in the "Amerika Haus" of Berlin, but they express a need for books, periodicals, and samples of work related to public relations.

Some American practitioners and authors in the public relations field have supplied

materials to the Berlin group. Its members seem to be anxious to get more (they ask for "manuals, annual reports, booklets and handbooks for employees, textbooks, house organs...").

For anyone willing to put the German group on a mailing list, or to send any sort of materials, the address, as of last report, is: Hans K. Weiler, c/o Postmaster, Berlin-Spandau, Germany.

My thanks, as a subscriber, for your continuing superior editorial job on the JOURNAL.

DONALD W. KRIMEL

*Associate Professor of Public Relations
University of Maryland
College Park, Md.*

(Can readers help? —Editor)

Board of Directors meeting

(Continued from page 34)

Education Committee

The Education Committee, through its chairman, Oscar E. Beveridge, reported three projects under way for benefit to public relations people, consumers of public relations services, and those generally interested in education in the field. These included providing material for use by educational institutions and by individuals and groups interested in knowing more about the PR field; a study of personnel and practice in an industrial area to determine what PR people at all levels are called upon to do and be guided for educational course development; and bringing up-to-date recent bibliographies in the field of PR maintained by the Society, including late books and magazine articles, to improve familiarity with the literature of public relations.

Other committees active

Holcombe Parkes, chairman of the Public Relations Advisory Committee, indicated some of the progress of his committee in developing areas of interest in public service where PR people could make individual contributions of talent and effort. Maxwell E. Benson, reporting for the Nominating Committee, proposed a plan to keep active and utilize the professional and Society interest of PRSA's past presidents. Frederick Bowes, Jr., as chairman of the Development Committee reporting direct, and through the Regional Vice Presidents, commented on the development of membership and chapter growth to an all-time high in Society experience. Burns W. Lee, reporting as Western Regional Vice President, proposed a plan of fact-finding and referral service to be set up nationally,

CLASSIFIED ADVERTISING

When answering ads please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance. (Deadline for copy is the 10th of month preceding date of publication.)

Positions Wanted

Present Radio News Editor seeks PR position. Will relocate, prefer middle-Atlantic. Done civic publicity work, wants job matching ability. B.S. in Journalism, age 27, family, references. Box F-10.

YOUNG MAN with press, govt. background seeks start with public relations firm. IU grad, 27. Biog, samples on request. Box B-10.

PUBLIC RELATIONS WRITER

Excellent writer, Univ. deg. Rewrite, nat. newspaper; mag. makeup, prod.; promotion and publicity; freelance corres. Europe & U. S. Currently employed editing scientific pub., seeks opportunity PR firm. Box M-10.

NEED FREE LANCE HELP

PR writer-editor can tell your story to any audience you want to reach: consumers, employees, stockholders, etc. Booklet specialist, experienced in making heavy, technical subjects clear and interesting. Outstanding success with industry materials for schools, including teachers' manuals. Have done jobs for PRSA members. Former PR representative, article writer, newspaperwoman. In New York. Free to travel. Box J-10.

PR OR PUBLICITY ASSISTANT

Publicity writer, PR, house organ, mailing lists, TV programing & studio exp. Newspaper, mag., & network publicity placement. Affable personality. B. A. Communications. Box G-10.

WELL-KNOWN

Industrial PR man seeks new connection NYC. Heavy news background plus record of results in PR field. Top references including key NY newspaper and wire service editors. Minimum salary requirements \$10,000. Box D-10.

PUBLIC RELATIONS EXECUTIVE

Long and diversified experience in institutional PR as well as corporate setup and advertising agency. Convincing writer. Excellent newspaper background. Trade association experience. Familiar with fund-raising. Knows Washington situation well. Top references. Seasoned judgment. Pleasing personality. Box A-10.

operating as a member service out of national headquarters.

The Board will hold the final meeting of its three 1953 sessions at Detroit, November 16, prior to the general Annual Conference sessions which open November 17. • •



THE AMERICAN ROAD

The farmer takes a ride

There were few treasures in a turn-of-the-century American farmhouse—a sword with the faded sword-belt from the War Between the States; the Lenox plates for real company dinners (Mother always took the plate with the chip in it); and Father's big snap-open watch that told the new railroad time as well as the sun time.

And the farmer had few friends. Everyone lived too far away, and sun time was too short; the day was one long fight against time and fatigue, and then the evening chores took his last strength. A visit meant you had to get in the shafts and haul out the buggy, then harness up the horse, and finally bump over the miles of jolting ruts. Lonely isolation and immobility were absolutes in your life, as certain as the sundown milking.

So when the first automobile rolled in beside the red barn, the farmer of a half-century ago felt a thrill that the

loneliest American today could scarcely measure.

The miles between neighbors had suddenly become a few minutes. There stood the beautiful creature, quivering in all the magnificent strength of its twenty horsepower, glittering with brass, the paint shiny and the seats real leather. This was the Model T; this was the farmer's first friend.

And when the farmer took a ride the American Road began to come into being. The farmer insisted on roads to his markets, so the communities and the states and then the nation began the great road-

building program that created our present 3,322,000 miles of highways.

In helping to pioneer the automobile, Henry Ford had a clear purpose. He believed farm work was too hard, and he set as the goal of his life "to lift the hard work off men's backs and lay it on steel and motors."

That ideal is expressed today in a million motorized ways—but still the most important is the automobile, which not only ended the turn-of-the-century isolation of the farmers but has gone on to bring endless benefits to mankind.

To further such ideals, in our national search for progress, is the purpose of the Ford Motor Company. We pledge this anew as we celebrate our Fiftieth Anniversary on the American Road.



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Cotton...Everybody's cup of tea

Man, woman, child—if you're living on this earth you're using cotton. You're wearing it, or riding on it, or sleeping on it, or walking on it, or crying in it. Cotton's part of your life—everybody's life. And cotton's becoming a greater part of your life every year. For every year more uses are found for cotton. Every year cottons become stronger, or brighter, or smarter or whatever man wants them to become. While everybody's talking about miracles, cotton is performing them. Miracles of:

WASHABILITY. There's nothing to touch it. Cotton washes easily. Doesn't shrink either, if it's been properly pre-shrunk. Washability is an everyday miracle.

COLOR-FASTNESS. Another miracle cotton has taught us to take for granted. Wonderful to hang a pair of curtains in a sunny window and know they'll keep their color... to wash a child's rompers and come up with the same color you saw at the store!

WEAR. Nothing in everyday living is quite so tough on clothes as laboratory abrasion tests.

Cotton passes all these tests with flying colors! Incidentally, cotton's hardness is even more apparent when it's damp or wet!

RESISTANCE TO HEAT. It was probably more than a happy accident of nature that cotton is found in countries where the climate is hot. Cotton certainly takes to heat—whether from natural sources or from the modern electric iron!

COOLNESS. Special reason for cotton's unparalleled popularity with everybody.

ABSORBENCY. Cotton's high comfort quotient is directly traceable to its marked ability to absorb moisture and then release it quickly through evaporation.

PERSPIRATION RESISTANCE. Fading or losing strength through perspiration is next to impossible with cotton. Makes cotton the unanimous choice of fastidious people.

PERMEABILITY. No matter how tight the weave, cotton gives your body the chance it needs to "breathe." This is known as "transpiration of water vapor" from the body.

These are the superiorities that make cotton everybody's cup of tea.

NATIONAL COTTON COUNCIL, Memphis, Tenn.—New York, N.Y.

